MANUFACTURERS RECORD

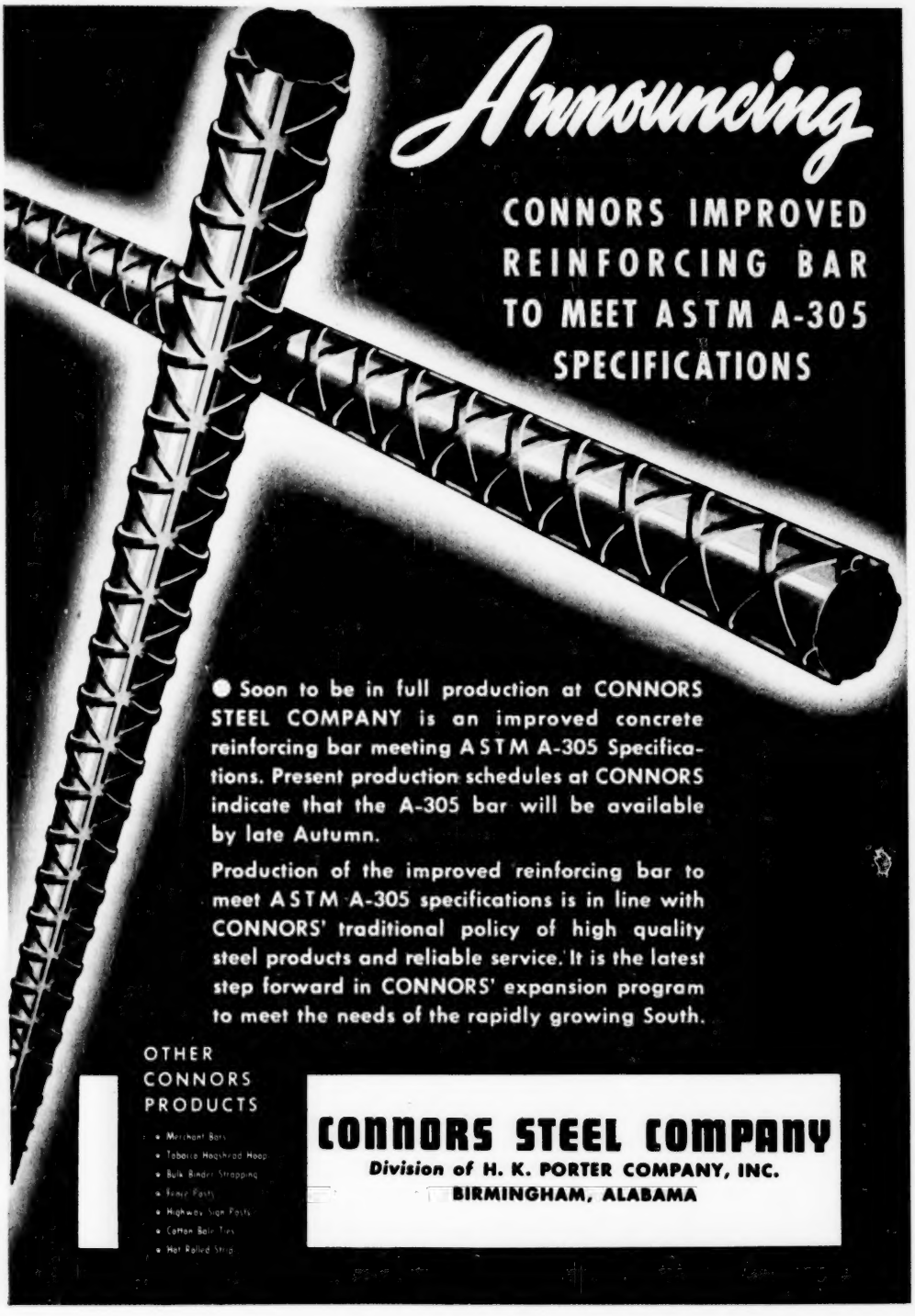
1882-1952

1952 promises to be the greatest year that Southern business and industry has ever known. For Manufacturers Record it marks seventy years of intimate association with the industrial South, and in the midst of our job of staying "on top" of this dynamic industrial scene, we believe that it is fitting that we pause for a moment of reflection.

Any study of the development of Southern industry will verify the claims that Manufacturers Record made, as to the magnificent economic assets of the area, when it began telling the nation the truth about them in 1882.

It is impossible to determine, or even guess how much Manufacturers Record has contributed to the South's phenomenal growth. But when a British trade mission recently returned home, its report emphasized that the great growth of American industry may be traced to its aggressive business press which continually educates and stimulates the business community.

We, as part of the American business press—a part devoted to Southern business ideals and opportunities—rededicate ourselves to the aggressive and, we hope, stimulating policies that have played some small part in making our Southland great, and that will help to make it greater.



Announcing

CONNORS IMPROVED REINFORCING BAR TO MEET ASTM A-305 SPECIFICATIONS

● Soon to be in full production at CONNORS STEEL COMPANY is an improved concrete reinforcing bar meeting ASTM A-305 Specifications. Present production schedules at CONNORS indicate that the A-305 bar will be available by late Autumn.

Production of the improved reinforcing bar to meet ASTM A-305 specifications is in line with CONNORS' traditional policy of high quality steel products and reliable service. It is the latest step forward in CONNORS' expansion program to meet the needs of the rapidly growing South.

OTHER CONNORS PRODUCTS

- Merchant Bars
- Tobacco Hoophead Hoop
- Bulk Binder Strapping
- Fence Posts
- Highway Sign Posts
- Cotton Bale Ties
- Hot Rolled Strip

CONNORS STEEL COMPANY

***Division of* H. K. PORTER COMPANY, INC.**

BIRMINGHAM, ALABAMA

YOUR PLANT WILL BE MORE SECURE IN THE *Land of Plenty**

Let's face the facts. It's not scare-mongering but plain common sense to recognize the very real threat implied today by increasingly destructive atomic weapons and increasingly longer range bombers.

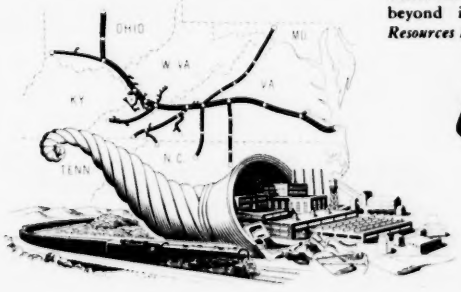
If you want your plant to have the security which comes from *dispersion* — the employment of the simple military measure of using *space* for defense against attack — look to *The Land of Plenty.*

Write, wire or telephone:

THE INDUSTRIAL AND AGRICULTURAL DEPT.,
Drawer MR-427,
NORFOLK AND WESTERN RAILWAY
Roanoke, Virginia

Let plant location specialists of this department tell you about plant sites in *The Land of Plenty*, which offer the security advantages of dispersion — without sacrifice of the key industrial advantages for efficient plant operation and product distribution.

Write today. All inquiries are treated with confidence.



"Industrial dispersion is more than a defense measure. It is also an investment in the future welfare and progress of the Nation. It offers the added advantage of long-term economic and social benefits beyond its defense security contributions." — *National Security Resources Board.*

Norfolk and Western RAILWAY

SERVING THE SIX GREAT STATES OF THE LAND OF PLENTY
*VIRGINIA • WEST VIRGINIA • OHIO
NORTH CAROLINA • MARYLAND • KENTUCKY

BETTER WATER SERVICE

in the Heart of Vacationland

St. Petersburg Beach Installs New HORTON TANK

Florida is truly the heart of America's southern vacationland. Each year thousands of sun-hungry travelers fill its cities to capacity. Some areas are doubled or trebled in population during the "Winter" season.

This great influx of people would place an excessive strain on municipal facilities unless adequate provisions were made. That's one reason why a Horton elevated water tank was installed at St. Petersburg Beach on Long Key. This 500,000-gallon structure gives more dependable water service throughout the year, but is particularly valuable in helping meet peak loads when the city is crowded with visitors.

Horton elevated water tanks are built with ellipsoidal bottoms in standard capacities from 15,000 to 500,000 gallons . . . and with radial-cone bottoms from 500,000 to 3,000,000 gallons. Horton Watерspheres are built in standard capacities from 25,000 to 250,000 gallons.

Write our nearest office for more complete information or quotations. There is no obligation on your part.

All Horton elevated water tanks for municipal service are built in accordance with American Water Works Association specifications. Please state capacity, height to bottom and location when requesting estimating figures.

CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 ..... 2145 Healey Bldg.	Detroit 26 ..... 1510 Layfayette Bldg.	Salt Lake City 4 ..... 520 West 17th South St.
Birmingham 1 ..... 1530 North Fiftieth St.	Houston 2 ..... 2114 C&I Life Bldg.	San Francisco 4 ..... 1540—200 Bush St.
Boston 10 ..... 1020—201 Devonshire St.	Los Angeles 17 .. 1517 General Petroleum Bldg.	Seattle 1 ..... 1320 Henry Bldg.
Chicago 4 ..... 2106 McCormick Bldg.	New York 6 ..... 3313—165 Broadway Bldg.	Tulsa 3 ..... 1611 Hunt Bldg.
Cleveland 15 ..... 2216 Guildhall Bldg.	Philadelphia 3 . . 1619—1700 Walnut Street Bldg.	Washington 6, D. C. ..... 1144 Cafritz Building

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA

MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest

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High Efficiency! Doors coil overhead, clear the entire opening.

Extra Space! All floor, wall, and ceiling space is always fully usable.

Convenience! Smooth, easy, upward action saves time and labor.

Extra Protection. All metal curtain repels fire, theft, and wind.

Extra Durability. Strong resilient curtain withstands more punishment.

In addition to the extra efficiency of coiling upward action, Kinnear Rolling Doors offer the rugged durability of all-metal interlocking-slat construction. Also ideal for use with Kinnear Motor Operators, controlled by pushbuttons from any number of convenient points. Built to fit openings of any size, for easy installation in old or new buildings. Write for complete details today.

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KINNEAR ROLLING DOORS

America needs your daily pound of scrap

IF every man, woman and child in America provided one pound of scrap each day, they would supply just about enough to produce the 105 million tons or more of new steel that the industry hopes to make in 1952.

Like yeast in breadmaking, scrap is essential to steelmaking. Scrap speeds up the process because scrap is already-refined steel. Every ton of scrap used replaces one ton of pig iron. Thus scrap also saves raw materials, because each ton of pig iron represents two tons of iron ore, one ton of coal and half a ton of limestone.

The continuing co-operation of every reader of this page is urgently requested to overcome a scrap shortage daily growing more critical. Turn in--by selling your scrap to regular scrap-gathering channels--any and all broken, worn-out or obsolete things made of iron and steel--machines, tools, pipe, boilers, structural parts and other "junk" you'll probably never use again.

Do your part in the campaign to help meet America's need for more steel. Enlist now for the duration. Remember that the scrap you furnish may help you get more steel.

YOUR SCRAP IS NEEDED — YOUNGSTOWN

The Youngstown Sheet and Tube Company

General Offices--Youngstown 1, Ohio
Export Offices--500 Fifth Avenue, New York
MANUFACTURERS OF CARBON ALLOY AND YOLOY STEELS

The steel industry is using all its resources to produce more steel, but it needs your help and needs it now. Turn in your scrap, through your regular sources, at the earliest possible moment

BUSINESS TRENDS

Southern Income Scores New Gains—

And All Indicators Point to Another Year of Record-breaking Industrial Activity

Income is to enterprise what meat is to a feast. Zeal, zest and satisfaction are sauce and trimmings that add much to the occasion.

But the earnings of capital and manpower provide the substance that invigorates the body economic.

With the year 1951 having drawn to a close, no better time than the present, no better region than the South could be chosen to illustrate this point.

One hundred years ago the South ranked high in income and wealth.

Louisiana ranked second among the states in per capita wealth; South Carolina was third; Mississippi was fifth; Georgia, eighth; Texas, ninth, and Kentucky, tenth.

Six Southern states among the first ten of the Nation. And no Southern state ranked below the upper half.

Then came the war, and in its wake, great change.

The creation of thousands of freedmen not only slashed deeply into the assets of wealth, but also increased vastly the number of heads that would officially share the wealth of the region.

Under these new standards, all Southern states slid into the second division. And, with the same standards of measurement existing today, only a handful have been able to surmount their handicap.

One of the great indoor sports of the present is to deplore the status of Southern income—a deprecation that is justifiable only in part.

If the white race alone were considered in calculation of per capita Southern wealth and income, as indeed is practically the case for all other regions of the Nation, the picture would be entirely different.

The great majority of the Colored citizens of the South rank in the lower third income bracket. Eliminate that segment and the remainder will rank quite favorably with the national average.

And this brings up another point that is popularly distorted. Unwitting emotionality has done much to emphasize the distortion.

The real fact is that the Negro race has done right well for itself. It required centuries for the white race to evolve from primevalism to modernism, but in the space of two generations, Southern Negroes have catapulted from a similarly primitive state into close approximation to white race development.

Full credit must be given to the Colored people in the South for their part in this achievement; but it also should be remembered that Southern environment, Southern resources, and Southern sympathy provided the urge and the opportunity.

It has been said, with apparent truth, that those outside the South are inclined to consider the Negro people as a race, whereas Southerners consider them as individuals.

This outside inclination has served to convert the colored segment of Southern population into a sort of series of numbers along with a belief that these inanimate digits could be raised in category by some manner of artificial means.

The futility of this belief is well known to Southerners. As a consequence they treat this segment of their population, like all other segments, as individuals. In this manner, individual accomplishment becomes both motive and objective. After all, this has long been the American way.

And despite the constant deplorations of morbid sentimentality, the real fact remains that results attained are amazing rather than deplorable. Compared with their kinsmen in the lands from which they came, Negroes of the South enjoy a veritable paradise.

With data for 1951 being cleared and checked, it is apparent already that for another year all segments of Southern population will score new gains in income status.

In October for the first time in the past year, Southern business activity topped that of the United States in percentage gain over 1950. In October, this gain for the South was nine per cent; for the United States, eight per cent.

All segments of industry are considered in the summation of business activity as shown in Business Trends. And, in all segments the South stands out in glowing perspective.

Farm marketings were good for the first ten months of the year—especially good in October. The South has done better than the Nation as a whole in construction; ranks well on a par in utilities, finance and trade. And for the first time, in October, drew alongside the national average in manufacturing output.

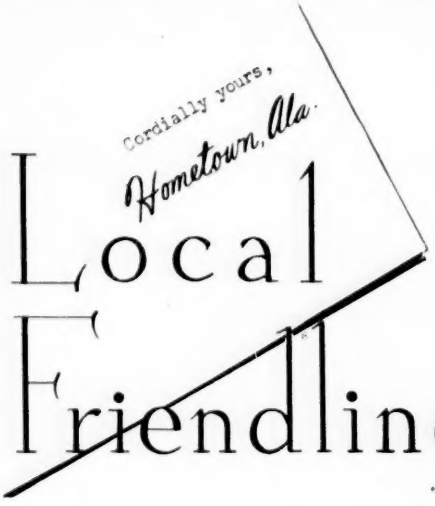
In the last named category lies the realm in which Southern incomes may be expected to register their greatest gains henceforth.

It is also the category in which greatest dereliction can be detected in the past. It took a long time for Southerners to get around to the thought that modern prosperity demands modern industry. Early Southern tradition was against industrialization. Inherent feeling held that industrialization meant a sell-out of Southern heritage.

But those are waters over the dam. Never in history was an industrial empire erected more swiftly than the one that is now expanding in the South.

This bids well for 1952. All signs point to another year of intense industrial activity.

(Continued on page 9)



—a desirable element in a satisfactory industrial location

Reports about raw materials, markets, transportation, available employees and all of the other factors to be reviewed before reaching a decision for a new plant location can't reflect the highly desirable element of Local Friendliness.

Communities in our service area abound with it.

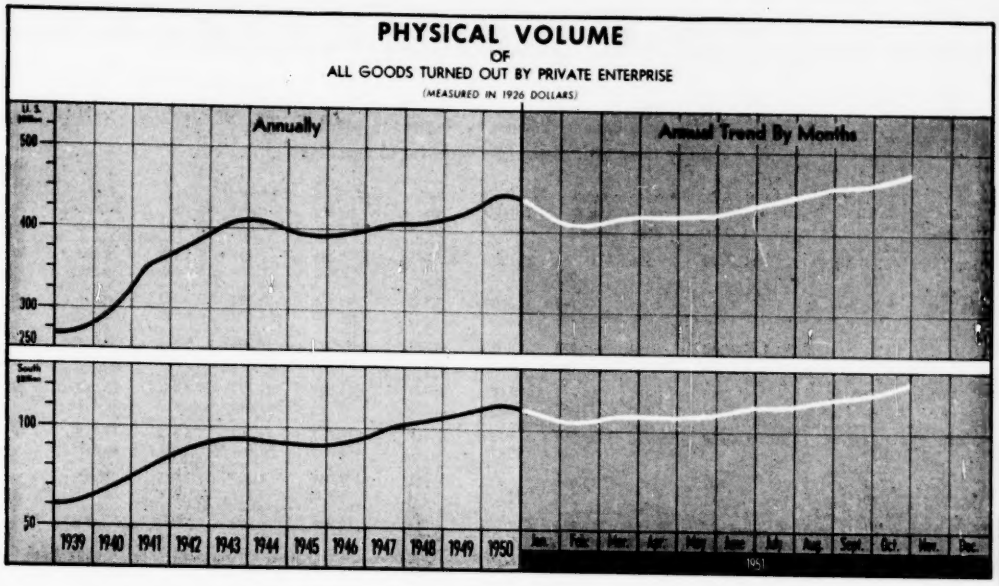
Tell us essentials for a location you might consider when you get ready for a new plant in the South and we'll have our engineers prepare a detailed study of suitable locations in Alabama which can meet your requirements and which also offer that desirable ingredient—Local Friendliness.

Industrial Development Division

Alabama Power Company

Helping Develop Alabama

Birmingham 2, Alabama



Trend Indicators

(Continued from page 7)

Farm Marketings ($ Mil.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	$1,733	$1,186	$1,413
Other States	$2,612	$2,201	$2,159
United States	$4,345	$3,387	$3,572

Construction Put in Place ($ Mil.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	$ 865	$ 899	$ 866
Other States	$1,828	$1,898	$1,885
United States	$2,693	$2,797	$2,751

Mineral Output ($ Mil.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	$ 692	$ 693	$543
Other States	$ 583	$ 572	$456
United States	$1,275	$1,265	$999

Manufacturers' Sales ($ Mil.)

	Oct. 1951	*Sept. 1951	Oct. 1950
South	$ 4,896	$ 4,952	$ 4,860
Other States	$17,103	$17,339	$17,318
United States	$21,999	$22,291	$22,178

*Revised

Electric Output (Mil. kw-hrs.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	11,543	11,010	10,215
Other States	26,232	24,286	24,092
United States	37,775	35,296	34,307

Carloadings (000)

	Oct. 1951	Sept. 1951	Oct. 1950
South	1,177	1,372	1,184
Other States	2,301	2,770	2,725
United States	3,478	4,142	3,909

Commodity Prices (1926 — 100)

	Oct. 1951	Sept. 1951	Oct. 1950
U. S. Average	177.6	178.0	169.1

Bank Debits ($ Mil.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	$ 27,493	$ 24,187	$ 24,507
Other States	$111,716	$ 97,014	$101,348
United States	$139,209	$121,201	$125,855

Retail Sales ($ Mil.)

	Oct. 1951	Sept. 1951	Oct. 1950
South	$ 4,028	$ 3,597	$ 3,473
Other States	$ 9,898	$ 8,969	$ 8,896
United States	$13,926	$12,566	$12,369

Stock Prices (Ave. 200 Stocks)

	Oct. 1951	Sept. 1951	Oct. 1950
N. Y. Stock Exch.	67.97	69.73	59.13

(Continued on page 10)

NATIONAL BUSINESS VOLUME

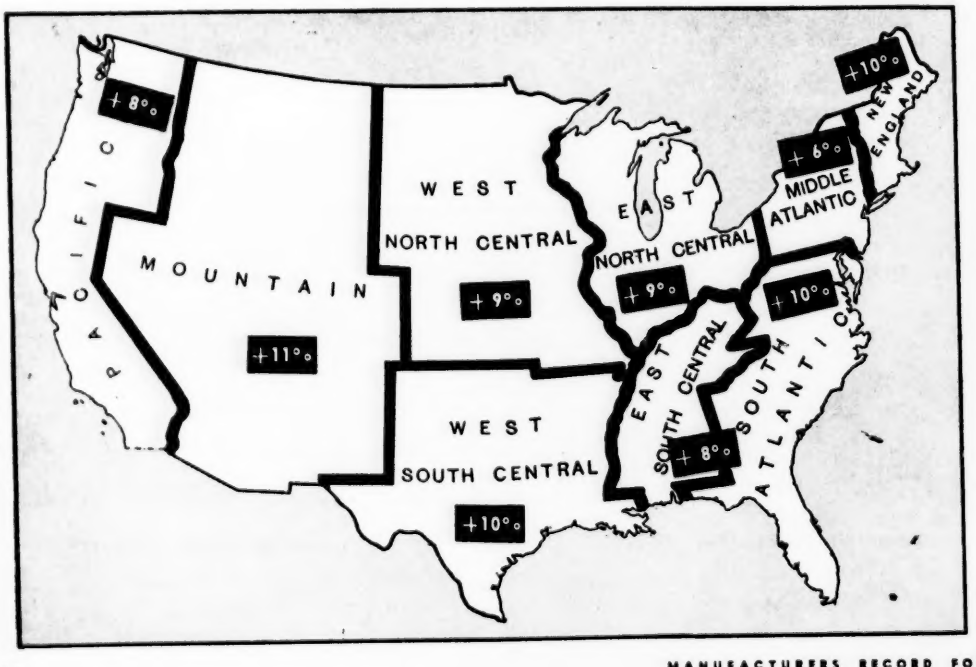
(Continued from page 9)

National Business Volume by Regions ($ Million)
1st 10 Mos. 1951 Compared With 1st 10 Mos. 1950

Region		Farming	Mining	Construction	*Manufacturing	Utilities	Finance	Wholesale Trade	Retail Trade	Service Trade	Business Volume	%
New Eng.	'51	$ 736	$ 47	$ 1,506	$ 15,196	$ 1,613	$ 1,875	$ 9,356	$ 8,216	$ 1,508	$ 40,053	+10
	'50	628	34	1,271	13,097	1,557	1,790	8,948	7,519	1,401	36,245	
Mid. Atl.	'51	2,133	1,459	4,919	49,742	6,981	7,518	49,238	25,393	7,242	154,625	+ 6
	'50	1,818	1,001	4,606	44,723	6,574	7,133	48,767	24,570	6,630	145,822	
E. N. Cen.	'51	5,800	1,140	4,632	61,778	6,263	4,674	37,993	27,396	5,392	155,068	+ 9
	'50	4,842	787	4,131	54,966	5,790	4,456	35,476	25,879	5,120	141,447	
W. N. Cen.	'51	7,594	865	1,985	15,182	3,001	2,070	18,909	12,173	1,951	63,730	+ 9
	'50	6,252	607	1,818	13,152	2,717	1,911	18,535	11,696	1,777	58,465	
S. Atl.	'51	3,520	1,254	3,796	20,269	3,531	2,457	14,437	14,902	2,572	66,738	+10
	'50	2,922	852	3,284	18,026	3,188	2,270	14,052	13,642	2,397	60,633	
E. S. Cen.	'51	1,982	842	1,191	8,038	1,428	853	7,069	6,197	1,045	28,645	+ 8
	'50	1,616	612	1,104	7,274	1,321	784	6,833	5,813	976	26,333	
W. S. Cen.	'51	3,180	4,677	2,613	12,380	2,715	1,626	10,989	10,623	1,883	50,686	+10
	'50	2,807	3,140	2,283	10,716	2,605	1,429	10,945	10,064	1,724	45,713	
Mount.	'51	1,948	1,181	1,094	3,249	1,204	554	3,655	4,237	747	17,869	+11
	'50	1,634	822	1,019	2,850	1,021	491	3,530	4,033	662	16,062	
Pacif.	'51	2,850	1,124	3,046	17,435	3,068	2,542	14,496	12,849	3,228	60,638	+ 8
	'50	2,521	772	2,842	14,737	2,856	2,359	14,264	12,478	2,955	55,784	
U. S.	'51	29,743	12,589	24,782	203,269	29,804	24,169	166,142	121,986	25,568	638,052	+ 8
	'50	25,040	8,627	22,358	179,541	27,629	22,623	161,350	115,694	23,642	586,504	
%		+18	+46	+11	+13	+7	+6	+3	+5	+8	+8	

*Some months of 1951 revised downward on the basis of corrected data.

National Average +8

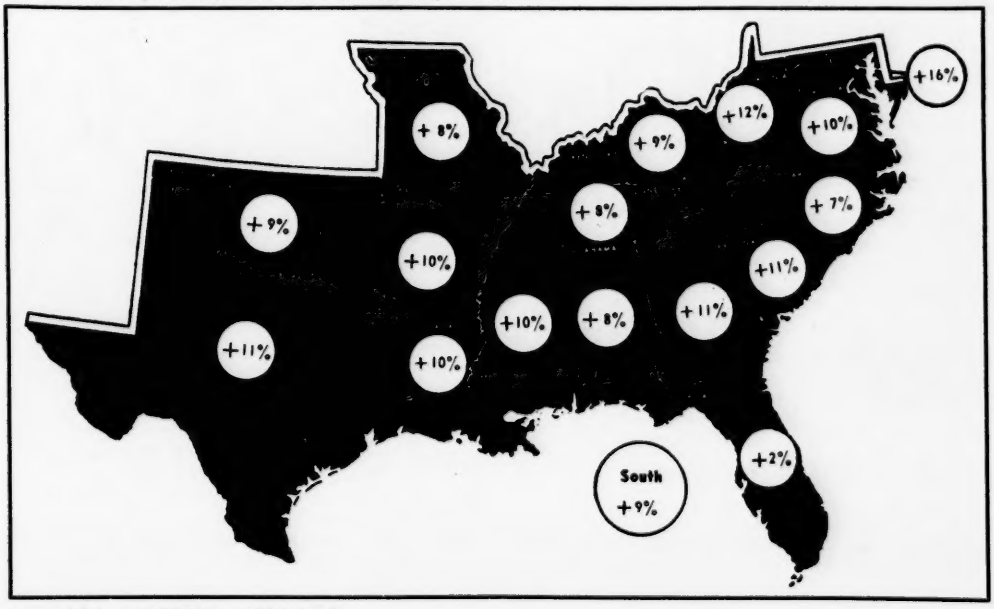


SOUTHERN BUSINESS VOLUME

Southern Business Volume by States ($ Million)
1st 10 Mos. 1951 Compared With 1st 10 Mos. 1950

State		Farming	Mining	Construction	*Manufacturing	Utilities	Finance	Wholesale Trade	Retail Trade	Service Trade	Business Volume	%
Ala.	'51	$ 450	$ 132	$ 312	$ 2,264	$ 373	$ 234	$ 1,369	$ 1,531	$ 269	$ 6,934	+ 8
	'50	330	98	303	2,088	350	220	1,341	1,446	247	6,423	
Ark.	'51	506	100	237	748	230	104	728	1,018	144	3,815	+10
	'50	407	67	179	670	215	97	714	982	137	3,468	
D. C.	'51	—	—	268	220	265	338	1,163	1,376	288	3,918	+11
	'50	—	—	228	187	198	285	1,154	1,237	242	3,531	
Fla.	'51	405	71	650	955	482	406	1,920	2,347	392	7,628	+ 2
	'50	388	49	590	829	455	401	2,034	2,265	412	7,423	
Ga.	'51	695	32	507	3,004	501	329	2,835	2,005	387	10,296	+11
	'50	479	22	432	2,725	460	310	2,655	1,840	355	9,278	
Ky.	'51	531	503	264	2,388	425	203	1,783	1,742	271	8,110	+ 9
	'50	478	370	241	2,107	392	186	1,816	1,607	248	7,445	
La.	'51	331	684	442	2,041	572	264	1,957	1,659	277	8,207	+10
	'50	272	491	417	1,894	527	227	1,853	1,534	237	7,452	
Md.	'51	281	15	560	3,198	526	408	2,106	2,020	354	9,468	+16
	'50	239	9	562	2,615	499	395	1,780	1,729	333	8,161	
Miss.	'51	494	132	173	834	201	103	831	941	138	3,847	+10
	'50	389	91	158	741	194	94	813	885	130	3,495	
Mo.	'51	1,151	106	534	4,701	920	713	6,389	3,361	696	18,571	+ 8
	'50	921	76	491	4,162	833	652	6,233	3,123	600	17,091	
N. C.	'51	915	25	587	5,155	498	295	2,504	2,176	388	12,603	+ 7
	'50	826	18	460	4,775	432	255	2,648	1,976	354	11,744	
Okla.	'51	551	579	340	1,422	356	239	1,472	1,546	286	6,791	+ 9
	'50	487	414	288	1,229	330	218	1,492	1,503	270	6,231	
S. C.	'51	413	9	334	2,249	191	115	833	1,266	170	5,580	+11
	'50	290	7	250	2,052	176	108	801	1,182	159	5,025	
Tenn.	'51	507	75	442	2,552	429	313	3,086	1,983	367	9,754	+ 8
	'50	419	53	402	2,338	385	284	2,863	1,875	351	8,970	
Tex.	'51	1,792	3,314	1,614	8,169	1,557	1,019	6,832	6,400	1,176	31,873	+11
	'50	1,642	2,169	1,399	6,923	1,533	887	6,886	6,045	1,080	28,564	
Va.	'51	532	163	598	3,411	584	363	1,770	2,143	363	9,927	+10
	'50	465	112	495	3,024	533	328	1,748	1,934	332	8,971	
W. Va.	'51	170	939	186	1,576	386	130	867	1,231	184	5,669	+12
	'50	147	633	193	1,413	346	122	865	1,175	167	5,061	
South	'51	9,724	6,879	8,028	44,887	8,496	5,576	38,505	34,746	6,150	162,991	+ 9
	'50	8,179	4,679	7,088	39,772	7,858	5,069	37,696	32,338	5,654	148,333	
%		+18	+47	+13	+12	+8	+10	+2	+7	+8	+9	

*Some months of 1951 revised downward on the basis of corrected data.



Meet the People in ... SOUTHERN CITY, U.S.A.

Capable, enterprising people are Southern City's most valuable resource. Over 95 per cent of these people are native-born. They take pride in their work, are experienced in many trades and quick to learn new ones.

Industry finds many other advantages throughout this rapidly growing area—rich resources, electric power at reasonable rates, splendid transportation systems, uncrowded building sites, a mild year-round climate—but none is so important as Southern City's people.

New plants are opening every day in Southern City, U.S.A., and its people are filling the need for every type of industrial job from production line to president.

Throughout the nation businessmen, editors and publishers are acclaiming the tremendous industrial and agricultural advances made in Southern City during the past decade. Over 100,000 stockholders of The Southern Company, located in every state in the Union, are vitally interested because this progress assures a constant and growing demand for electric power.

Write the industrial development departments of any of the four operating companies for further information.

This is "Southern City," U.S.A. It's our way of expressing as a unit the vast Southeast area of 100,000 square miles and 6,300,000 people served by the four associated electric power companies of The Southern Company system.

The South and The Southern Company are both growing . . . together!

The Southern Company
Atlanta, Georgia

Operating companies associated with The Southern Company

ALABAMA POWER COMPANY · Birmingham, Alabama
GEORGIA POWER COMPANY · Atlanta, Georgia
GULF POWER COMPANY · Pensacola, Florida
MISSISSIPPI POWER COMPANY · Gulfport, Mississippi

NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

ALABAMA

ALABAMA—Among the coal mining projects authorized by Defense Solid Fuels Administration are: Alabama By-Produce Corp., Tarrant, $127,200; Republic Steel Corp., Thomas, $6,000,000; Republic Steel Corp., Thomas, $300,000; Sloss-Sheffield Steel & Iron Co., Birmingham, $2,063,986; Tennessee Coal, Iron & Railroad Co., Fairfield, $45,000; Tennessee Coal, Iron & Railroad Co., Fairfield, at $46,000; Woodward Iron Co., Woodward, $2,397,000.

ANNISTON—General Electric Co. to construct tube plant. Robert & Co. Associates, 96 Poplar St., N.W., Atlanta, Ga., Archts-Engrs.

BIRMINGHAM — American Painting & Manufacturing Co., plan storage building, 10-18 Fifth Ave., S.

BIRMINGHAM—Caldwell Foundy & Machinery Co. plans storage building, rear 518 N. 14th St.

BIRMINGHAM — Richardson Construction Co. to build office and equipment storage building, 3100 Seventh Ave., S. George P. Turner, American Life Bldg., Archt.

BIRMINGHAM—Southeastern Metals Co., Robert T. Harris, Pres., 3925 N. 29th St., plans tube plant addition.

BIRMINGHAM — Wertheimer Bag Co. plans addition and remodeling of offices, 22nd St. & 9th Ave., N. Darcey T. Tatum, Frank Nelson Bldg., Archt.

GADSDEN—Goodyear Tire & Rubber Co. plans warehouse and office building, cost approx. $1,600,000. Horace Weaver, Swann Bldg., Birmingham, Archt.

HAMILTON—City, J. P. Lunsford, plans $300,000 manufacturing plant for lease to Marion Mills. Lawrence S. Whitten, Brown Marx Bldg., Birmingham, Archt.

HOLT—Central Foundry Co. plans office cafeteria and locker room.

MONTGOMERY — Durr Drug Co. plans warehouse. Pearson, Tittle & Narrows, First National Bank Bldg., Archts.

MONTGOMERY — Royce Kershaw Manufacturing Co., Inc., plan $50,000 warehouse. Pearson, Tittle & Narrows, 1st National Bank Bldg., Archts.

SHAWMUT—G. N. Davidson, Purchasing Agent, West Point Mfg. Co., West Point, Ga., making basement addition, Mill No. 2, Shawmut Mill Div. Robert & Co. Associates, 96 Poplar St., N. W., Atlanta, Ga., Archts.

ARKANSAS

CLARKSVILLE—Priebe & Sons Co., Chicago, Ill. leased 20,000 sq. ft. building for a poultry processing plant.

DISTRICT OF COLUMBIA

WASHINGTON — Chesapeake & Potomac Telephone Co. of Baltimore, plans $250,000 central office building at 1st and Rhode Island.

WASHINGTON—W. C. Evans Tobacco Co. has NPA approval for warehouse, 1215 Third St., N.E., cost $165,000.

FLORIDA

FLORIDA—Davidson Chemical Corp., R. L. Hockley, Vice-pres., Ridgewood, has certificate of necessity for triple super-phosphate plant.

FLORIDA — Virginia-Carolina Chemical Corp., C. E. Heinrichs, Vice-pres., Richmond, Va., announce plans for a new plant.

DADE COUNTY—American Screw & Bolt Co., 4101 N.W. 25th St., Miami, plan factory addition, $86,690. Harry C. Schwebke, Sr., 95 S.W. 49th Ave., Miami, Archt.

DADE COUNTY — Associated Warehouse Corp., George Collins, Miami International Airport, plans Industrial Building, 7377 N.W. 25th Ave.

DADE COUNTY — George Mundy, 3655 N.W. 47th St., Miami, plans paint shop, $20,250.

DADE COUNTY—Pan American Terminals, 3721 N.W. 54th St., Miami, plan warehouse, 3601 N.W. 55th st., $51,840. Harry E. Penney, 7251 Red Road, South Miami, Archt.

DADE COUNTY—Plantation Foods, Inc., 475 N.E. Miami Garden Road, Miami, plan warehouse addition, $32,525. Alfred B. Parker, 2921 S.W. 27th Ave., Miami, Archt.

JACKSONVILLE—C. I. Capps Co., Inc., has RFC loan of $150,000.

NICHOLS — Virginia-Carolina Chemical Corp., Joseph A. Howell, Pres., Richmond, Va., plans new production unit for manufacture of concentrated superphosphate by wet acid process.

ORLANDO — Reed-Nash Motors, plans building N. Garland & Colonial Drive, cost approx. $45,000. Hugo R. Broleman, Jr., 101 W. Pine St., Archt.

SANFORD — Petite Paris Lingeria, Inc., plans building. Elton J. Moughton, Archt.

TAMPA—Tampa Marine Co., Inc. & Tampa Marine Corp., has $300,000 RFC loan.

WINTER PARK—Orange City Telephone Co. has $130,000 REA loan for extending and improving service in rural areas Volusia County.

WINTER PARK—Winter Park Telephone Co. plans $20,995 warehouse. James Gamble Rogers II, Archt.

GEORGIA

ATLANTA—International Corp. to erect warehouse, Peachtree Industrial Blvd. area.

ATLANTA — Universal Film Exchange, Inc., to erect Film Exchange Building. Geo. F. Ebeling, Cleveland, Ohio, Archt.

ATLANTA—Ralph E. Weaver, c/o Universal Film Exchange, Inc., propose film exchange building. George F. Ebeling, Cleveland, Ohio, Archt.

New and Expanding Plants Reported in December 194

Total for the Year—1951 2357

Total for the Year—1950 2431

CARTERSVILLE — Goodyear Clearwater Mills plans one-story addition to its Atco Mill.

MACON—Southern Stages, Inc. plan bus station. W. Elliott Dunwoody, Jr., 1st National Bank Bldg., Archt.

RICHLAND — Richland Box Co., C. H. Dudley, Jr., and C. E. Dudley, has $35,000 RFC loan.

KENTUCKY

ASHLAND—Allied Chemical & Dye Corp. has authorization from Defense Solid Fuels Administration for coke oven and coal chemical construction program, $12,500,000.

CALVERT CITY—Pennsylvania Salt Manufacturing Co., 1000 Widener Bldg., Philadelphia, Pa., planning new facilities, including electrolytic chlorine-caustic soda plant; est. cost $8,000,000.

COVINGTON — The Avey Drilling Machine Co. has $300,000 RFC loan.

DOE RUN — Mathieson Hydro-Carbon Corp., Baltimore, Md., to construct new loading dock on Ohio River.

LOUISVILLE — Kentucky Synthetic Rubber Corp., Dr. Henry F. Palmer, Gen. Mgr., plans $1,300,000 alteration program.

LOUISVILLE — Stauffer Chemical Co., New York, plans chemical plant; first unit to cost approx. $2,000,000.

TOLU—R. J. Hardesty has RFC loan of $28,000.

LOUISIANA

BATON ROUGE — Copolymer Corp. plan new laboratory and office building, to cost $40,913. Bodman & Murrell, 1175 Nicholson Drive, Archts.

EUNICE—Maple Camp, Woodmen of the World, propose new building, North Second St.; cost approx. $40,000.

FOREST HILL — Forest Hill Telephone Co. has REA loan of $123,000 for improvements and expansion in Rapides Parish.

LAKE CHARLES—Cities Service Refining Corporation, has DPA certificate for $26,650,000 project for production of aviation gasoline.

LAKE CHARLES — Columbia Southern Chemical Corp., plan 2-story addition to existing building at plant, Highway 90, to cost $53,318. Dunn & Quinn, 1735 South St., Archts-Engrs.

NEW ORLEANS—H. D. Ailsing, Purchasing Dept., Chrysler Corp., Michoud, plan one-story sample building in existing large hangar at Michoud plant.

NEW ORLEANS — American Cyanamid Co., New York, N. Y., propose $47,745,000 nitrogen production plant. Have DPA approval.

NEW ORLEANS—Bruning Brothers, Inc., International Trade Mart Bldg., plans new plant.

NEW ORLEANS — Engineering Dept. of Flintkote Co., 4500 N. Galvez St., plan 1-story store room building adjacent to Bldg. No. 22, N. Galvez & Kentucky Sts.

NEW ORLEANS—National Cash Register Co., Dayton, Ohio, acquired site in 1800 block Canal St. for building, estimated cost $200,000.

NEW ORLEANS — August Perez & Associates, Audubon Bldg., Archts., completing plans for one-story sales building, Franklin Ave. near Dreux St.

NEW ORLEANS—The Texas-Pacific-Missouri Pacific Railroad, to construct steel shed at 1384 Annunciation Street, $80,000.

NEW ORLEANS—United Fruit Co., A. J. Marquette, to erect 1-story utility building near Erato Street wharf.

NORCO—Shell Oil Co. has DPA approval for $29,180,000 expansion for gasoline production.

SHREVEPORT—Kraft Foods Co., Chicago, Ill., to build 1-story storage warehouse and office building at West 61st St. and Linwood Ave. to house new sales branch.

MARYLAND

MARYLAND — Chesapeake & Potomac Telephone Co. Baltimore, plan $1,653,000 expenditure for improvement and expansion of telephone facilities throughout state.

BALTIMORE—Anderson Oldsmobile, Inc., plan repairs and alterations, 114 W. North Ave.

BALTIMORE—Baltimore & Ohio Railroad announce completion of arrangements for building 44 new road freight diesel locomotive units, cost $9,559,035.

BALTIMORE—Frank Bohager & Sons plan warehouse addition, 515 S. Eden St. David Harrison, 421 St. Paul St., Archt.

BALTIMORE — Cambridge Iron & Metal Co. plan addition and alterations to garage, 901 S. Kresson St.

BALTIMORE—Esso Standard Co., Boston & Dean Sts., plans erection three tanks, 3407-27 Boston St., to cost $15,000.

BALTIMORE—Falisway Spring & Equipment Co., 201 Falisway, plans spring repair building, 7120 Pulaski Highway, cost $70,000.

BALTIMORE—General Refractories, Inc., plans $20,000 building addition, 3401 Seventh Ave.

HAVRE DE GRACE—J. M. Huber Corp., New York, N. Y., acquired Harford County Distillery; plans to transfer pilot plant operation for processing clay from Borger, Texas.

BALTIMORE — Kane Transfer Co. plan truck terminal, Russell St., $154,451. Ross, Walton & Hofstetter, 2114 N. Charles St., Archts.

BALTIMORE — Kay Packing Co., plan $18,000 warehouse, 241 Franklintown Road.

BALTIMORE—Merchants Terminal Corp. plans terminal warehouse, Pulaski Highway & Kresson St., cost approx. $700,000. Van Rennselaer P. Saxe, 100 W. Monument St., Archt.

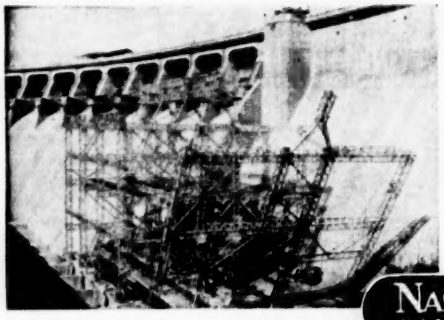
BALTIMORE—Oles Envelope Corp., plans factory addition, 2510 Loch Raven Road; cost $55,000.

BALTIMORE — Retail Parking Centre, Inc., plan auto parking structure, 229-31 W. Saratoga St., cost $300,000.

BALTIMORE — Revere Copper & Brass, Inc., James J. Russell, Chmm. of Board, plans expansion of Wicomico Street plant.

BALTIMORE — Sudler Moving & Storage Co., 525 W. Baltimore St., plans addition to storage building, 2471 Woodbrook Ave.

(*Continued on page* 14)



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NASHVILLE, TENN. — BESSEMER, ALA.

NEW AND EXPANDING PLANTS

(Continued from page 13)

BALTIMORE—Folsom B. Taylor Assocs., Inc., Folsom B. Taylor, Pres., 301-2 Doederlein Bldg., plans construction of one or more plants. Desirous of contacting cities with surplus labor market.

BALTIMORE COUNTY — Harry A. Dundore to erect $20,000 factory, 8643 Pulaski Highway.

FREDERICK — Chesapeake & Potomac Telephone Co., 320 St. Paul Place, Baltimore, Md., plans Dial Center. Taylor & Fisher, 1012 N. Calvert St., Baltimore, Archt.

MIDDLE RIVER—Glenn L. Martin planning building addition and super-structure; reported cost $5,000,000.

SPARROWS POINT BRANCH, BALTIMORE—Bethlehem Steel Co. has authorization from Defense Solid Fuels Administration for coke oven and coal chemical construction program, $8,151,000.

MISSISSIPPI

GREENVILLE—City Council plans $1,000,000 Industrial Bond issue.

GREENVILLE — Greenville Mills, Inc., plan electric power and lighting system. Mallett & Assocs., 416½ E. Amite St., Jackson, Engrs.-Archts.

JACKSON — Mississippi Power & Light Co., Rex I. Brown, Pres., proposes sale of company's natural gas properties in state to Equitable Securities Corp., Nashville, Tenn., at $11,000,000.

QUITMAN—District One, Clarke County, plans voting on $400,000 bond issue to enlarge plant of Quitman Textile Mfg. Co.

RANKIN COUNTY — Florence Telephone Co. has REA loan of $129,000 for improving and expanding rural service.

MISSOURI

CREVE COEUR—Monsanto Chemical Co., Charles A. Thomas, Pres., plans new general headquarters building.

HERCULANEUM — St. Joseph Lead Co. plan office and laboratory building. Hellmuth, Yamasaki & Leinweber, 1313 International Bldg., St. Louis, Archts.

ST. LOUIS—Be-Mac Transport Co., Inc., 1316 N. 14th St., plans office building, dock, garage and service station, North Broadway & Calvary. Syl G. Schmidt & Assocs., Railway Exchange Bldg., Archts.

ST. LOUIS—Continental Boiler & Sheet Iron Works, 5601 West Park, plans factory addition.

ST. LOUIS—The Gulf Mobile & Ohio Railroad to construct 200 cars, cost $1,125,000.

ST. LOUIS—H. Kissel's Sons, 2140 E. College Ave., submitted low bid of $162,327 for office and warehouse, Arsenal St., W. of Hereford. Julius E. Tarling, 2807 N. Grand Blvd., Archt.

ST. LOUIS—Laclede Gas Co., 1017 Olive St., propose additions and alterations to Central Service Building, 3950 Forest Park Blvd. Russell Mulgardt & Schwarz, 1620 Chemical Bldg., St. Louis, Archts.

ST. LOUIS—Lange Brothers, 1 Angelica St., plan $100,000 building for phosphate fertilizer storage.

ST. LOUIS—Mallinckrodt Chemical Works, 3600 N. Second St., plan $25,000 garage and storage building, 210 Mallinckrodt.

ST. LOUIS—St. Louis Steel Castings Co., 100 Mott St., plan locker room and service bldg. 145 E. Mott St., cost $50,000.

ST. LOUIS—Southwestern Bell Telephone Co. plans $5,000,000 toll-dialing center on west side of business district.

ST. LOUIS—White Baking Co., 4015 Papin, plans bakery addition, cost approx. $100,000. D. A. Bohlen & Son, 930 State Life Bldg., Indianapolis, Ind., Archts.

ST. LOUIS — World Color Printing Co., 420 DeSoto, plan addition to printing plant, 415 E. Prairie.

NORTH CAROLINA

ASHEVILLE—Oerlikon Tool & Arms Corporation of America, Lt. Gen. K. B. Wolfe, Pres., plans large plant on 1500 acre tract in Swannanoa Valley, 8 miles east of city, to produce armament items and machine tools.

BREVARD — Chipman Knitting Mills, Easton, Pa., acquiring A. W. Wheeler & Son Hosiery mill. Plans expansion program.

CHARLOTTE — Celanese Corporation of America, New York, propose $4,000,000 structure on Fairview Ave. near the intersection with Park Road.

GREENSBORO — Edgcomb Steel Co., Frank F. Rose, Gen. Mgr., Charlotte, acquired 3½ acre tract in ORD for complete steel warehouse facility. Cost approx. $500,000.

GROVER—Minette Mills, Franklin Harry, Vice-pres. and Gen. Mgr., proposes plant addition.

HIGH POINT — Industrial Lithographic Co., New York, N. Y., acquired U. S. Plywood Building, Mallory St. Plans expansion program.

MARSHVILLE—R. B. Stegall, Marshville Ice & Fuel Co., has RFC loan of $50,000.

SEVIER—American Thread Co. plans cotton yarn finishing plant.

SPRAY — Union Carbide & Carbon Co., Fred Haggerson, Pres., New York, N. Y., plans $33,000,000 plant.

WHITEVILLE—Columbus Holding Corp., C. Bion Sears, Pres., to purchase site and erect building to house plant for manufacture of denim products.

WILMINGTON—Atlantic Coast Line Railroad plans 100 per cent dieselized railroad.

WILMINGTON—Tide Water Power Co. approved merger with Carolina Light & Power Co., $16,000,000 transaction. Plans new steam generating plant.

OKLAHOMA

CUSHING—Deep Rock Oil Corp. plans lubricating oil plant, for refinery.

PONCA CITY—Cities Service Oil Co., Bartlesville, c/o Harold Park, Chief Refinery Engr., plans shop, warehouse and office buildings. Koberling & Brandborg, Court Arcade Bldg., Tulsa, Archts.

(Continued on page 16)

IN THE TRINITY INDUSTRIAL DISTRICT

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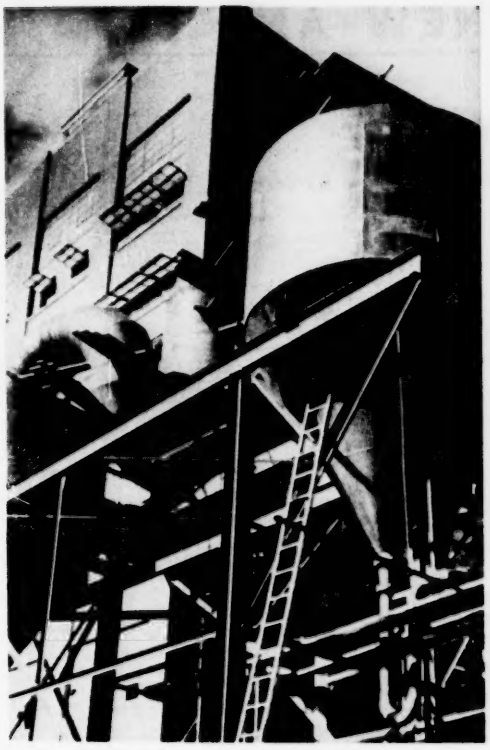

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NEW AND EXPANDING PLANTS

(*Continued from page* 14)

TULSA—Sinclair Oil Corp. plans opening laboratory facilities in expanding research activities in petroleum production.

TULSA—Wilcox Oil Co. to build platforming unit at Okla. plant.

SOUTH CAROLINA

COLUMBIA—Columbia Linen Service has NPA approval for office and plant; cost approx. $250,000.

COLUMBIA—H. J. Heinz Co. plans new warehouse.

GREENVILLE—Textile Hall Corp. to build Annex No. 2; cost $40,000.

HARTSVILLE—Seaboard Railway, Norfolk, Va., plans freight station.

LAURENS—Palmetto Worsted Mill plans rebuilding burned mill.

UNION—Run-Prufe Hosiery Mills plans additional floor space and installation of new machinery.

WELLFORD—Jackson Mills plans additions and alterations to office building, $26,300; Hudson & Chapman, Spartanburg, Archts.

TENNESSEE

ALEXANDRIA—DeKalb Telephone Cooperative has $180,000 REA loan to build modern system to serve rural areas in DeKalb & Wilson counties.

CHATTANOOGA—E. N. & W. N. C. plans freight terminal; Hunt, Caton & Associates, Archts.

CHATTANOOGA—Nixon Machinery & Supply Co. plans addition to cost $29,140; Selmon T. Franklin, Chattanooga, Archt.

COLUMBIA—Shea Chemical Corp., Vincent H. Shea, Pres., Lowell, Mass., plans a $3,000,000 di-calcium phosphate plant at nearby Goodwin.

ELIZABETHTON—City Council approved $20,000,000 bond issue for paper mill, to be constructed by Monadnock Paper Mills, Inc., New York, to cost $30,000,000.

KNOXVILLE—Blue Ridge Transportation Co., Inc., has $74,330 RFC loan.

MEMPHIS—Jack A. Belz has NPA approval for parts depot; cost approx. $170,000.

MEMPHIS—Light, Gas & Water Division plan sub-station No. 15; Walk C. Jones & Walk C. Jones, Jr., 1215 Poplar Ave., Archts.

MEMPHIS—Cribbs Sausage Co. plan building; R. B. Spencer & Associates, 1301 First National Bank Bldg., Archts.

MEMPHIS—The Lilly Co. to re-roof building at 468 Union; Wiseman & Bland, Archts.

NASHVILLE—Bond-Chadwell Co. has NPA approval for terminal warehouse; cost approx. $184,500.

TEXAS

TEXAS—Magnolia Petroleum Co., subsid. of Socony-Vacuum Oil Co., plan gasoline plant about 30 miles southwest of Midland.

TEXAS—Texas Gas Transmission Corp. plans 407 miles of new pipe lines in Midwest and South.

ABILENE—F. C. Olds Co. plans office building repairs.

AMARILLO—Southwestern Bell Telephone Co. plans equipment facilities for 8400 additional telephones, to cost $325,000.

BEAUMONT—E. I. du Pont de Nemours & Co., Wilmington, Del., plans chemical plant.

BROWNSVILLE—Barrett Implement Co. plan new office and showroom; cost approx. $26,400.

CLARKWOOD—Celanese Corporation of America, M. H. Allen, Plant Engr., plan office and laboratory building, $371,000; Smyth & Smyth, 1806 S. Almeda St., Corpus Christi, Archts.; Walter Wilde, Gulf Security Bldg., Corpus Christi, Assoc. Archt.

CLEBURNE—Southwestern Bell Telephone Co., 308 S. Akard St., Dallas, plan Dial Building, cor. North Robinson & East Wardville St.

CORPUS CHRISTI—Columbia Southern planning buildings.

CORPUS CHRISTI—Taylor Refining Co., c/o G. L. Rowsey, Chairman, Petroleum Heat & Power Co., Poth Lane, plans $3,000,000 refinery.

CORSICANA—Southwestern Bell Telephone Co., c/o C. W. Mier, Chief Engr., 308 S. Akard St., Dallas, plans Dial Building, West 4th & North 13th Sts.

DALLAS—Mrs. Baird's Bakeries, Inc., plans new bakery, Mockingbird Lane & Central Expressway; George L. Dahl, 2101 N. St. Paul St., Dallas, Archt.-Engr.

DALLAS—Hunsaker Trucking Contractor, 2422 Butler Road, plans office and caretakers quarters; David Lionel Samuels, 1521 Commerce, Archt.

DALLAS—Sears-Pierce Hardware Co., Inc., Snyder Plaza, to build warehouse.

FORT WORTH—Gulf Oil Corporation plans laboratory building, $73,339.

FORT WORTH—Hutchinson Pipe & Waste Material Co., Box 4205, plan one-story office and extension of warehouse, 601 N. Throckmorton; cost approx. $45,000.

FORT WORTH—John P. Mathews, 811 Crawford, plans retail storage building, 1616 Hemphine, to cost $45,000; C. O. Chromaster, Century Bldg., Archt.

FORT WORTH—Merchants Fast Motor Lines plan one-story freight terminal, 2800 Cullen & Foch; cost approx. $100,000.

FREEPORT—Dow Chemical Co. plans wharf and warehouse.

GRAND PRAIRIE—Hyde Park Corp., Fort Worth, plans American Body Works Building, $89,388; Smith & Warder, 419 E. Jefferson St., Dallas, Archts.

HARLINGEN—Nehi Bottling Co. plans steel prefabricated building and addition to building, Highway 77 cutoff.

HOUSTON—Anderson, Greenwood & Co., Municipal Airport, plans one-story warehouse.

HOUSTON—Belle Products, Inc., plan packing plant addition, Hemphill & Spring Sts., $56,000; Woodrow Alexander, 2008 W. Alabama Ave., Archt.

HOUSTON—Central Freight Lines, Inc., 1200 Walnut St., plan $400,000 freight terminal, 2000 block Fulton St.

HOUSTON—Ethyl Corporation, National Standard Bldg., plans Roundhouse, Ship Channel; Bodman & Murrell, Baton Rouge, La., Archts.; Goleman & Rolfe, 915 Woodrow St., Houston, Assoc.-Archts.

HOUSTON—Gulf Forge Co., Neil Nuttall, Pres., plans steel forging plant, 12th St. & Hempstead Highway.

HOUSTON—Heyden Chemical Corp., 393 Seventh Ave., New York, N. Y., acquired 60-acre plant site, adjacent to Houston Ship Channel.

HOUSTON—Houston & North Texas Motor Freight Lines, H. T. Causey, Branch Mgr., 1207 Providence St., plans freight terminal, McKee & Conti Sts.; cost approx. $250,000; R. A. McGarry & Associates, 3908 Lemmon St., Dallas & Chicago, Archts.

HOUSTON—Houston Pipe Line Co. to build 23 miles of 18-inch line from Houston to Bammel Field.

HOUSTON—Humble Oil & Refining Co., Humble Bldg., to revace portion of existing building, Main & Dallas Sts.; George & Abel Pierce, 4511 Kyle St., Houston, Archts.

HOUSTON—Peter Pan Baking Co., Omaha, Nebr., plans bakery, Griggs Road; cost approx. $2,750,000.

HOUSTON—Phillips Petroleum Co., K. S. Adams, Chairman, to construct Petro-Chemical Plant on 500-acre tract on Houston Ship Channel.

HOUSTON—O. D. Pritchett, Pritchett Machine & Welding Co., has $40,000 RFC loan.

HOUSTON—Southern Pacific Railroad Co., c/o Donald J. Russell, Pres., plans freight terminal at Southern Pacific Freight Yard; cost approx. $6,000,000.

HOUSTON—Texas Pipe Bending Co., 301 Frio St., to construct two shop buildings; cost approx. $35,000.

HOUSTON—Texas Pipeline Co. propose 250 miles of pipeline from Houma, La., to Port Arthur.

HOUSTON—Valley Steel Products, 431 W. 26th St., to remodel building, 6000 block of Long Point.

IRVING—McSchnee Manufacturing Co. to erect manufacturing plant; cost approx. $23,321.

LAMB COUNTY—Southwestern Public Service Co. plans plant "X" near town of Earth, Tex.; also plans $65,600,000 for construction over next three years.

McALLEN—Valley Transit Co., Inc., Vance Raimond, Pres., Harlingen, to build bus terminal, 16th St. and Beaumont Ave.; Zeb Rike, Nelson Bldg., McAllen, Archt.

PORT ARTHUR—Great Lakes Carbon Co. has authorization from Defense Solid Fuels Administration for petroleum coke calcining program, $300,000.

SEYMOUR—Southwestern Associated Telephone Co., Reserve Lone Life Bldg., Dallas, plan exchange building, cost approx. $140,000; Atcheson & Atkinson, Sanford Bldg., Lubbock, Archts.

TEXARKANA—Texarkana Coca-Cola Bottling Co. to erect $166,558 plant; Reinheimer

(*Continued on page* 54)

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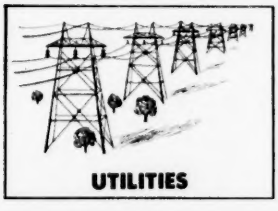

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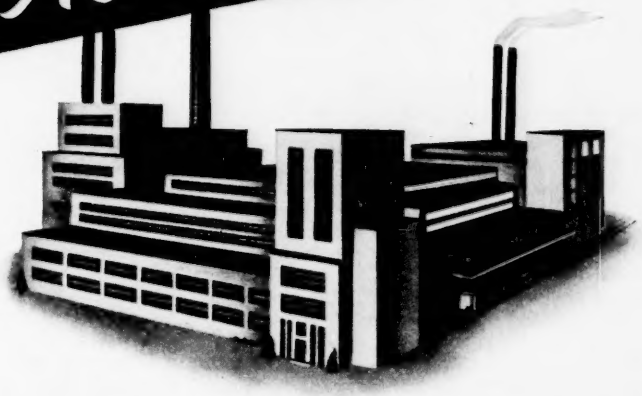

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SEABOARD AIR LINE RAILROAD

THROUGH THE HEART OF THE SOUTH

LITTLE GRAINS OF SAND

"Little drops of water, little grains of sand,

Make the mighty ocean, and the pleasant land."

The Fantastic Weapon. Most of those who want to see government in industry don't openly advocate it but take the safer, more devious course. They are always careful to emphasize that they're all for the free, competitive system, all they're really opposing is "monopoly." They're not really against business. The fact is, they just love small business; it's only big business they're against. They're all in favor of profits, provided profits aren't "excessive." These proponents of government ownership never rest and never seem to lose their adroitness in putting forward their pet schemes in the innocent wrappings of emergency measures. These zealots completely lose sight of the fact that of all its fantastic weapons America has no weapon that is simpler, more obvious, yet so really fantastic in what it can do for the country than productivity. Sustained high production can both produce the weapons to make the nation strong in defense and turn out goods and services to help check inflation. But there cannot be production on the scale needed unless the incentives for production are kept alive. With Britain's example before us, it is obvious that no one would gain from government ownership of industry in America except the bureaucrats.

Controls. From the standpoint of controlling inflation, price and wage controls divert attention from the real cause of inflation, which is the increase in the quantity of money and credit as compared to the quantity of goods and services currently available. Direct controls may stop a little profiteering. They may prevent individuals, businesses and owners of commodities from obtaining temporary financial advantage while the new demand and supply are brought into balance. But direct controls cannot stop inflation so long as the nation's monetary and fiscal policies inflate the money supply. Direct price and wage controls can therefore be no more than temporary expedients.

Plant Expansion. The latest survey of planned capital outlays by industry issued by the SEC and the Department of Commerce shows that 18 per cent more is to be spent for this purpose in the first quarter of 1952 than in the same period of last year. It is true that the increase reflects much heavier outlays in defense and the defense-supporting industries. This is to be expected, especially in view of the rapid amortization allowed such facilities under the tax law. But the remarkable thing about the plant expansion boom is not the rise in spending related to defense production, but the sustained high level of plant and equipment outlays in industries not related to defense. For the first quarter of this year, plant expenditures by nondurable goods industries will be more than 20 per cent larger than in the same period of 1951. Only in the commercial and service fields are capital expenditures planned for the first quarter of this year at a lower rate than in the corresponding quarter of 1951, largely because of controls and shortages.

The Plan's the Thing. The Office of Price Stabilization reported the other day that retail food prices are averaging about four per cent below their price ceilings. But the men who fix prices aren't as happy about this as one might think. The O.P.S. officials dislike the idea of having stores post ceiling prices and then have customers able to buy food items at less than ceilings. They fear this sort of thing will jeopardize their whole price control scheme. People might ask why they should support a big O.P.S. bureau when prices are not skyrocketing. So no matter what happens to prices nothing must jeopardize the program.

Misunderstanding. The appeal of communism and socialism to Europe's peoples would shrivel up if European capitalism had more in common with American capitalism than the same name. To the European, capitalism has become synonymous with cartels—and with the disregard cartels foster for the consumer, the worker and the overall well-being of a nation's economy. A further contrast must be clearly made between the competitive capitalism of the United States

(*Continued on page* 21)

You may get some satisfaction from swatting mosquitos, but the way to get rid of them is to clean up the place where they breed.

THREE MOVES SOUTH FOR ALADDIN

Expanding its production facilities three years ago, ALADDIN INDUSTRIES, INC., moved its vacuum bottle division from Indiana to a new plant at Nashville, Tennessee, and liked this Southern location so well that a few months later the Company moved its general offices to Nashville from Chicago. Two years later the Company closed the Chicago plant of its subsidiary, Aladdin Radio Industries, and moved that entire operation to the Nashville plant.

Aladdin Industries, Inc., started more than 40 years ago with the hand assembly of kerosene lamps for non-electrified homes. Today it still mass produces the world famous Aladdin Kerosene Lamp in addition to modern electric table and floor lamps, vacuum ware and radio equipment, with plants and offices in Canada, Australia, England and the United States, and sales offices in many principal cities throughout the world.

Functionally modern, the beautiful new building at Nashville is an architect's dream come true. Designed for efficient production and pleasant work surroundings, the plant covers 124,000 square feet. Glass block areas total 40,000 square feet, which, with an additional 15,000 square feet of window glass, provide cheerful lighting throughout.

The Aladdin radio equipment manufactured at Nashville is being taken largely by the government and defense industries. During World War II the company was prominent in electronic development for the armed forces, while the parent company devoted its efforts to the development and manufacture of the famous GI field stove and the lantern conversion unit that permitted the Army to use high octane gasoline as fuel.

From its Nashville headquarters, Aladdin handles the worldwide distribution of its various products. Research and development, centered also at Nashville, are constantly designing and planning for the future.

This is another advertisement in the series published for more than 15 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.

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BROWNLEE O. CURREY, *President*

322 UNION STREET, NASHVILLE 3 **TWO WALL STREET, NEW YORK 5**

SOUTHERN INVESTMENT BANKERS FOR SOUTHERN INDUSTRY

There is now a growing awareness throughout the nation of the South's spectacular industrial expansion. Feature articles on Southern industrialization have appeared recently in several national magazines and financial publications. The story they tell is impressive. Beyond a doubt, the South is rapidly becoming a mighty industrial region.

The South is already reaping great rewards from its industrial revolution, and larger returns are in prospect. But for the region to realize the full benefits of its growing industrialization, it is necessary that Southern industrial expansion be financed in the South to the greatest possible extent. Only in this manner can the South benefit from the dividend and interest payments by its new plants, as it now benefits from their payrolls and local taxes and from their purchases of materials and supplies.

Here at Equitable Securities Corporation, we have long specialized in supplying capital funds to Southern industrial companies. We are in close touch with the South's capital markets—and the nation's. We are equipped to raise needed capital funds by the public distribution of securities, or by private placements with institutional investors. By reason of our broad experience, we are able to offer industrial management sound counsel on matters pertaining to corporate finance. In short, as Southern investment bankers, we offer complete investment banking service to Southern industry.

We invite the management officials of well established Southern companies in need of additional capital funds to consult us without obligation. For further information call at any Equitable office, or 'phone us at Nashville LD-97 (collect) for an appointment.

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BROWNLEE O. CURREY, *President.*

322 UNION STREET, NASHVILLE 3

TWO WALL STREET, NEW YORK 5.

LITTLE GRAINS OF SAND

(*Continued from page* 18)

and the cartel capitalism of Europe if the misunderstanding and distrust through which America is seen by many European eyes is to be dispelled. We may as well recognize that so long as the differences in meaning attached to the same word, "capitalism" are not generally understood, there will be a wall blocking understanding and trust between our people and the peoples of Western Europe.

Drying Up the Cow. Business profits fell sharply in 1951. From an annual rate of about $28 billion in December, 1950, corporate profits after taxes had fallen to a $17 billion annual rate by September, 1951. Chiefly responsible were rising wage and material costs, higher taxes, and the replacement of inventory gains with losses as the year wore on. All indications point to the fact that this trend will continue and even be accentuated in early 1952. Corporate profits dipped more markedly in 1951 than did any of the other important business statistics. From a rate of $51.8 billion before taxes in the first quarter, profits receded to $45.4 billion in the second quarter, and in the third quarter of 1951 pre-tax corporate profits were at a $41.5 billion rate. After taxes the rates in the respective 1951 quarters were $20.7 billion, $18.4 billion, and $17 billion.

Dwindling Grain. It should interest taxpayers who have about two billion dollars tied up in farm products owned by the Government or held as security for Federal loans and now stored to keep prices high to know that some portion of the public's two billion dollar stake in farm commodities isn't around any more. No one yet knows just how much is missing from the 12,500-odd grain elevators, old airplane hangars, quonset huts and miscellaneous storage places where the government keeps commodity hoards. But eight cases have reached the stage of arraingment, indictment of civil action, with the Government claims totaling just short of five million dollars. The Agriculture Department concedes that "15 or 20" other investigations are under way; other sources indicate that official estimate may prove conservative.

Job for Congress. No doubt, Mr. Truman is yearning for the opportunity to clean up his political homestead without help from the outside—but in this country the President proposes and Congress disposes. . . . And there is one very good reason for letting Congress finish this well-begun job. The checks-and-balances of our tripod government were among the proudest works of the Founding Fathers. It was a stroke of genius when an independent Legislature was given the duty of keeping tabs on an independent Executive, and when an independent Judiciary was set up to keep an eye on them both. The appointment of an extra-governmental commission always offers the opportunity of "packing" if not in the commission itself then in the research

(*Continued on page* 22)

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FROM THE GROUND BELOW YOU

IN single or multiple units, Layne well and pump installations produce tremendous quantities of water at extra low cost. High efficiency designing, precision building and advanced methods of installation make Layne wells and pumps a highly practical and fully justified investment. Layne does the job complete; drills the wells, furnishes all casing, shafting, pumps, motors and sand screen. After complete testing, the system is delivered to you in perfect operating order.

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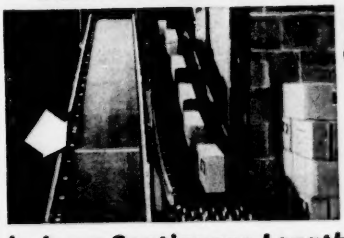

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- ★ In canneries where corrosion or rust is a problem specify Alligator made of Monel.
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FLEXIBLE STEEL LACING CO. 4690 Lexington St., Chicago 44, Ill.

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For STRENGTH specify

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OPEN STEEL FLOORING

The locked-in strength of Tri-Lok enables it to stand up under heavy loads—even on long spans. Get maximum strength, air and light with minimum weight.

Tri-Lok is also available in Diagonal, or Super-Safety U-type Flooring, and in Stair Treads of all types. Write for Bulletin NH-1103.

The Tri-Lok Company is also equipped to furnish *riveted* and Tri-Forge *welded* open steel flooring. Tri-Lok can be furnished in a variety of metals, including aluminum alloy, stainless steel, etc.

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Piling, Poles, Lumber, Cross Arms, Cross Ties

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Decay and Termite Proof—Can Be Painted

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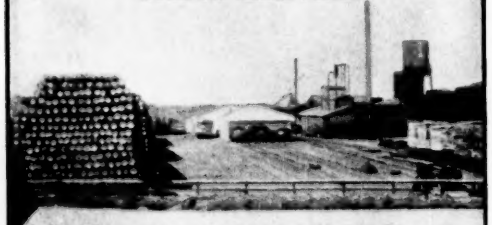


American Creosote Works, Inc.

New Orleans, La.

Atlantic Creosoting Co., Inc.

Norfolk, Savannah, New York

Plants at: New Orleans; Winnfield, La.; Louisville, Miss.; Savannah, Ga.; Jackson, Tenn., and Norfolk, Va.

LITTLE GRAINS OF SAND

(*Continued from page* 21)

staff. Mr. Truman, who made his own bed in this case, should be forced to lie in it while Congress performs a dutiful diagnosis.

—HOLMES ALEXANDER.

Nice Bargain in Easy Chairs. Now you take Mr. Joseph DiMaggio. People who keep up with such things tell us that had he desired he could have continued next year his professional connection with the New York Yankees for $100,000. Instead, he decided to change his profession to that of a telecaster for a reported $50,000. This probably sets a record for a voluntary salary cut.

It's true Mr. DiMaggio will probably find his new work less arduous. He will only be working half a season since he will broadcast only home games, and instead of running in the sun he can just sit talking in the shade. Still, it does seem like quite a salary cut for a fellow just to ask for. $50,000 is still $50,000.

Or is it? With this nice new tax bill that's coming along with the happy new year, Mr. DiMaggio's slice for the government on $100,000 would be about $68,000—give or take a bit, and making no allowance for higher rates due to other income he might have. On his $50,000 he will have to pay the government only about $27,000, plus or minus a few odd bucks.

On that basis, if Mr. DiMaggio undertook his arduous labors for $100,000 he would have left for take-home pay around $32,000. On his new $50,000 job he will take home about $23,000.

So what happened to that $50,000 salary cut? It's shrunk to a mere $9,000, and that sure ain't Sanforized. The official price tag on Mr. DiMaggio's new easy chair may read $50,000, but he actually bought it for $9,000. That's what we call a real buyer's discount.

It's a curious business when a man can work for a take-home pay of $32,000, submit to a $50,000 salary cut and still take home $23,000. It looks like Mr. DiMaggio is even smarter than we thought. The only fellow who's outsmarted himself is Uncle Sam. The deal cost him $45,000.

—*The Wall Street Journal.*

Domestic Ballyhoo. Most people believe that the Economic Cooperation Administration should have two jobs, and two jobs only, to do with the billions of dollars it spends. One of these is to give aid to foreign nations. The other is to make sure the citizens of those nations know what the United States is doing for them. But at least part of ECA's money is being spent in telling Americans what a fine outfit ECA is. One of the most glaring examples of this domestic propaganda is the radio program recorded in Paris by European singers and symphony orchestra for broadcast here. The program serves only one purpose, as ECA admits at the beginning of each broadcast—"to tell the American people about ECA."

My resolutions aren't new...

MY NEW YEAR'S resolutions this year aren't new. For I am taking advantage of this "season for resolutions" to publicly pledge, in my new capacity as President of the Southern Railway System, that the policies which have guided the Southern in the past will continue to guide us in the future. Those policies are—

To develop the territory and to foster faith in the South, its people and its opportunities.

To furnish safe, economical and adequate railroad transportation in the territory where the "Southern Serves the South."

To treat fairly and kindly the men and women whose work keeps the railroad going.

To pay a fair return to the owners of the property.

In making these time-tested policies my New Year's resolutions, I know I am also recording the sentiments of 45,000 other members of our Southern Railway "family." Together, we welcome this New Year as a year of new opportunities for all of us on the Southern to "serve the South"—with efficient, dependable, ever-improving rail transportation.

Harry A. DeButts
President

SOUTHERN RAILWAY SYSTEM

WASHINGTON, D. C.

THE SOUTHERN SR SERVES THE SOUTH

AN OLD FRIEND WITH A NEW NAME

ON JANUARY 1, 1952, Virginia Bridge Company combined with American Bridge Company to become a general operating division of United States Steel Company, to be known as American Bridge Division. This step was taken in the program of simplifying the corporate structure of United States Steel, of which United States Steel Company is a wholly owned subsidiary.

The many friends of Virginia Bridge will be interested to know that from 1889 to 1895 its name was "American Bridge & Iron Company" of Roanoke, Virginia, so that its new name is, in a sense, a return to the old. Under its new name the same individuals in the same offices throughout the South will stand ready to serve you and render assistance at all times. You will receive the same excellent service from our plants as in the past, and we hope the streamlining of our organization will permit us to serve you even better.

AMERICAN BRIDGE

AMERICAN BRIDGE DIVISION, UNITED STATES STEEL COMPANY
ROANOKE BIRMINGHAM MEMPHIS NEW YORK ATLANTA DALLAS

USS

UNITED STATES STEEL

"What Enriches the South Enriches the Nation"

Menace

Not so many decades ago when it was considered socially unwise and politically immoral to attempt to segregate self supporting American citizens into economic classes, the Department of Commerce and Labor in Washington busied itself with the national economic affairs of all who earned their livelihood other than from the soil. It recognized the independence and individuality of American enterprise and the community of interest between the man who worked with his hands and the man whose work was chiefly mental. It also recognized that there was no line to be drawn between the two, that could not be crossed by experience, ability and opportunity.

This concept of our business and industrial structure and the individual's relation to it first began to change with the growth of corporate business and its attendant impersonal characteristics. The change found national recognition when on March 4, 1913, Commerce and Labor were divorced and separate departments were created for each. The sprouting of the seeds of European trade unionism also contributed their share to influence this departmental separation.

But the Department of Labor was not created as a separate unit of administration to represent organized union labor. Far from it. It was created to function as the proponent of the interests of individuals everywhere in contrast to the Department of Commerce whose primary interest was with business corporations and their welfare. According to the Congressional Directory, which summarizes the duties of government agencies and officials, the Secretary of Labor is charged with fostering, promoting and developing the welfare of all wage earners of the United States, improving their working conditions, and advancing their opportunities for profitable employment.

It would be interesting, but entirely too verbose, to sketch here the manner in which the Department of Labor gradually slipped under the spell of the union bosses leaving three-fourths of "labor," an estimated 46,000,000 non-farm workers, without a protagonist in the administration.

This undesirable situation is a sad commentary on the Department of Labor but it is only a part of the truth about the present day situation in this Department. For the Department of Labor under its present prejudiced secretary and his recent predecessors, is not just ignoring independent workers, it is doing everything possible to enslave them.

The attitude of this department toward the non-union workers, who outnumber their captive brothers by three to one, is expressed by its secretary in the Labor Information Bulletin, published monthly by the department and paid for out of your taxes when he writes: "American trade unions provide machinery by which wages of their members can be adjusted to meet economic changes like a rise in prices. And the absence of this machinery, or some adequate substitute, for so many millions of Americans constitutes a long-range menace for the American economy."

Mister American Worker, you who cherish your independence of thought and action, your right to determine how and where you will earn your own living, the Secretary of Labor thinks that you are a "menace for the American economy."

Will the Secretary of Labor or any other Fair Deal spokesman have the intestinal fortitude to frankly admit that by "American economy" is meant "American socialism?"

Kremlin policy to influence stock prices in 1952

Soviet moves in political, military, economic and propaganda fields outrank in importance those of other governments, including our own.

By Robert S. Byfield
Financial Editor

IT is apparent that the success or failure of long term policy decisions by American investors is determined by the Kremlin. However, the conventional textbooks which invariably catalogued the economic and financial forces affecting security prices were right in at least one precept. They held that with regard to the oscillations of stock and bond quotations there are always a multiplicity of factors at work—never just a single one. And, today, while we mention the Kremlin first of all, we rank next in importance respectively the White House, the Pentagon, SHAPE, the Federal Reserve Board, the Treasury, and last, the ordinary economic factors determined by the thinking, the desires and the actions of 155,000,000 people.

Without having advance information as to the plans of the Kremlin, it is difficult to do more than guess at what the Soviets have in store for the world during 1952. It is useless to deny that the men comprising the Politburo unquestionably hold the political, military, economic and propagandistic initiative today. The nearer one approaches to the Iron Curtain the more deeply the international facts of life are etched on the consciousness. Here in the United States the influence of news handouts from Washington importantly distorts the real picture. In Central Europe where it is possible to visit Soviet propaganda centers, read Soviet controlled newspapers and, as in Vienna, mingle with Soviet military personnel, things are different.

The plans of the Kremlin are made by a group of men who are professional revolutionaries, chosen for their loyalty to Stalin, their objectivity and presumably for their skill in plying their trade. They know no 40-hour week, but operate the full 168 hours, 52 weeks a year, and they have been at it for 34 years now. Soviet foreign policy appears to consist not of a single plan, but a series of plans piled one on top of another like the layers of a cake, with the longest range, most basic plan at the bottom and the shortest, most easily reversible at the top. Its outstanding characteristic is its brutal impersonality, as has been confirmed by Sir David Kelly, until recently British Ambassador to Moscow, in a brilliant analysis for the London Sunday *Times* last month.

If read against the background of the vast literature of Lenin, Stalin and their American disciples, the speeches of Soviet representatives in the United Nations provide unmistakable clues as to certain aspects of Politburo policy. Space does not permit an exhaustive treatment of this subject in this column. In brief, however, there is still a conviction on the part of the Kremlin that capitalism carries with it the seeds of its own destruction, and will collapse sooner or later. The Kremlin constantly gropes for methods to bring about or speed up such collapse. There is no doubt that the vitality of our free enterprise system has been surprising to the Soviets. Our productive plant can be sabotaged by lethargy or inefficiency, but it cannot be destroyed, except by force. Yet the financial aspects of our set-up are assuredly more vulnerable and here there are definite symptoms of budgetary and monetary strain. The Kremlin can therefore be counted on to take whatever actions which may be necessary to prolong and increase such strain. This has the added advantage of being orthodox Leninist doctrine which held that one of the best methods of destroying a capitalistic country is to debauch its currency.

This article was written immediately upon Mr. Byfield's return from Paris where he was a representative and observer of the New York Stock Exchange at Sixth General Assembly of the United Nations.

Erosion of the purchasing power of the United States Dollar may be assisted by the stimulation of over-spending at the Federal level. It may be true that Moscow erred in unleashing the North Koreans in their attack against the South Koreans. The reaction of the United States and its subsequent rearmament program were definite setbacks to the Soviet time table. Yet the Korean affair has paid unexpected dividends to Moscow in that it has piled the strain of rearmament on top of our own colossal global commitments and disturbed the recovery programs of Western European countries. Exploitation of this situation has characterized Soviet propaganda in Paris at the U. N. and elsewhere.

Obviously, the strain, if it is to be exploited, must be continued. Despite a tapering off of shooting warfare, Korea is far from a closed book. Here is a new chance for dry bleeding with its kaleidoscope of agitation, propaganda, kidnapping, blackmail, assassination and all the other paraphernalia of Soviet skullduggery. If they have not let us off the hook elsewhere, why should they in Korea? In fact, from West Germany to Japan we are involved in a series of hornets' nests, and have no option at this time of relieving ourselves of their stings. These assorted and sundry hornets' nests around the globe are costing us plenty of billions; we have poured over a billion dollars into little Austria alone.

All of this contributes to the natural inflationary bias attendant upon our domestic fiscal policies which we have often mentioned. In any summing up of the inflationary and deflationary factors which our economy faces today, our external situation and its meaning cannot be neglected. It may be so important as to tip the scales toward long term inflation. Of course, it could be offset by a vigorous and determined assault at home upon the cost of living in all of its aspects, but at this time we see no evidence that this might come about.

In offering the above opinions we do not mean to imply that we believe a bull market is in prospect and that a headlong flight from the dollar is going to ensue. Long range investment policy is one thing to be kept in mind, but there are always interim forces to be reckoned with. One of them is definitely the rising cost of money, which may act as a brake on the buoyancy of those common stocks currently yielding low returns. There are, of course, numerous issues which are not in this category and in addition a host of so-called "special situations," the prices of which fluctuate more or less independently from the stock market as a whole. They may very well give an outstandingly favorable performance in 1952.

More power for more industry. Kentucky Utilities Co., is expanding its power plant with many units such as the above steam generating plant located at Central City. *(Louisville Courier-Journal photo)*

Kentucky Lists $Billion New Plants in '51

More than one billion dollars in new and expanded industry was announced for construction in Kentucky during 1951, according to a report issued December 30 by Robert M. Watt, Chairman of the Industrial Development Committee of the Kentucky Chamber of Commerce. Thirty-six major new industries and 18 expansions of existing major manufacturing plants will create approximately 27,000 additional jobs in the State, providing an additional annual payroll in excess of $80,000,000.

Watt estimated the State's over-all 1951 plant in investment additions at $1,054,059,404. Giants among the new industries are the half-billion dollar atomic energy plant at Paducah and the multi-million dollar General Electric Appliance Park at Buechel near Louisville.

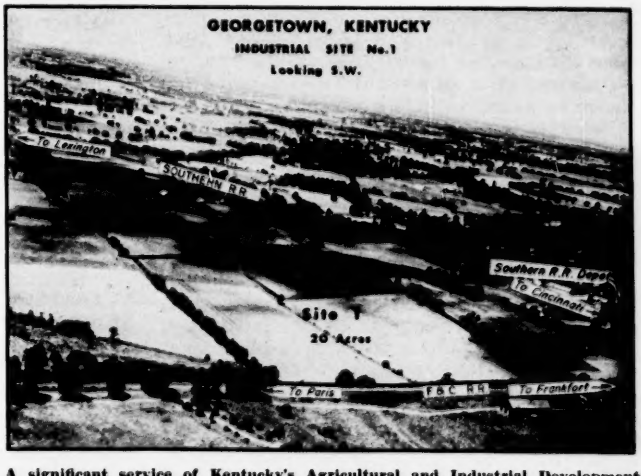
The report showed that the new industries located from border to border in 29 different Kentucky communities, indicating that more and more areas of the Commonwealth are becoming industrialized.

The Corning Glass Works at Danville, Calvert City's B. F. Goodrich Chemical Co. and National Carbide Co. plants, Detroit Harvester's new Paris operation, Owensboro's Green River Steel plant, the General Aniline & Film Corp. plant at Brandenburg, and Paducah's TVA steam generating electric plant are other huge, multi-million dollar installations listed in the report.

Expansions of existing industries—each listed in the Kentucky Chamber's report as representing more than $1,000,000 in additional plant investment—include Armco Steel Corp., Ashland; E. I. du Pont de Nemours Co., Louisville; Kentucky Utilities Co., Tyron and Central City; Louisville Gas & Electric Co., Louisville; Mid-Valley Pipeline Co., Simpsonville; Newport Steel Co., Wilder; Phillip Morris & Co., Louisville; Pennsylvania Salt Manufacturing Co., Calvert City; Tube Turns & Girdler Corp., Louisville; Texas Eastern Transmission Corp., Danville; Pittsburgh Metallurgical Co., Calvert City; and Ashland Oil & Refining Co., Ashland.

"From the reports which have been provided us by agencies and organizations in other states, we have every reason to believe that Kentucky ranks second to Texas among southern states in dollar value of industrial growth," Watt said, recalling that this year's industrial expansion is "almost three times as great in monetary value as was the 1950 expansion in Kentucky."

The Kentucky Chamber's report emphasized that many of the plants now under construction in the State are "feeder plants" or manufacturers of raw materials which are used in the fabrication of finished products by other companies. "It is generally true," Watt said, "that this type of plant attracts finishing plants to their location, and we expect early announcements of additional expansion along this line." He offered the locating of the new General Aniline & Film Corp. plant on Mathieson Hydrocarbon Chemical Company's Brandenburg site and B. F. Goodrich Chemical Company's installation beside the huge National Carbide plant at Calvert City as examples of feeder-finishing operations now under construction.



A significant service of Kentucky's Agricultural and Industrial Development Board, designed to attract industry, is the location of practical industrial sites through aerial photography.

BUSINESS FORECAST—

South Faces Banner Opportunity in '52

By Caldwell R. Walker

EVEN though the end of one year merges with the beginning of the next in unbroken flow, the season of mergence bears with it a certain traditional importance.

It is the season when past achievements are reviewed, and future prospects appraised.

It is the time when plans and policies are approved for continuation, or overhauled in the light of changed conditions.

Probably no annual transition in the memories of Southern businessmen has been more fraught with weighty significance than the one marking the passage of 1951 into 1952.

Evidence of this conviction is to be seen in the words, spoken and written, of industrial leaders throughout the 16 Southern states.

Characteristic of these utterances are the following examples, one each from the fields of industry, utilities, and finance.

MANUFACTURING OUTLOOK

As seen by Mr. Paul A. Redmond, president Alabama Mills, Inc., the South is in an extremely advantageous position as compared with the rest of the Nation so far as the near future outlook is concerned.

Nevertheless, Mr. Redmond sees problems ahead, especially if government policy continues to foster inflationary tendencies.

Wages, he believes, will continue to rise without an offsetting opportunity to raise prices proportionately.

Needless to say, such a turn of events can do nothing other than to further the squeeze on profits that began with the last half of 1951.

In Mr. Redmond's opinion, shortage of raw and semi-finished materials will constitute a grave problem only in those industries that come into direct conflict with war materiel output.

He envisages the prospect of unusually active business in the months ahead, but is gravely concerned with the future effect of inflationary trends. In his own words: "Unless there is a stop in the present trend, it won't be many years before our dollar will be worth only twenty-five cents . . . the economy cannot stand the present trend for many years and, in my judgment, any one thinking otherwise is simply 'wishful thinking'."

UTILITIES FACE SAME SQUEEZE

Probably no branch of the utility segment of regional or national economy is more effected by business cycles than the railroads. At the same time, the same forces that make or break railroads produce the same relative effect when applied to producers of power and other utility segments.

A year end statement by William T. Faricy, president Association of American Railroads points up this fact.

Despite near record traffic of 643 billion ton miles in 1951, and record gross operating revenue of more than $10 billion, net operating income of the Nation's railroads dropped from $973 million in 1950 to $903 million in the year just closed.

In consequence, the rate of return on invested capital declined from 3.96 per cent to 3.54 per cent.

As in the case of manufacturing, the squeeze resulted chiefly from a rise in wage costs without compensating increase in the price of service rendered.

The only difference in this case is that the squeeze began earlier and extended over a longer period. Also as in the case of manufacturing, the problem facing the railroads and similar utilities is quite likely to extend into and throughout 1952.

MOST BUSINESS IN SAME BOAT

Probably no business executives must maintain as broad an outlook upon general business conditions as must leaders in the financial field. The reason therefor is obvious, since financial executives, by the very nature of their business, must know at all times the status of the customers and clients with whom they deal; and these customers and clients ramify into the furthermost elements of the business community.

The opinions, therefore, of Mr. Brownlee O. Currey, president Equitable Securities Corporation, are par-

ticularly pertinent when taking into regard the entire structure of Southern or National business.

Mr. Currey says:

"I expect to see another round of small wage increases, especially 'fringe' demands. As a whole, prices will remain reasonably steady, with increases and declines about averaging out. Profits in general will be lower, but still good enough to provide excellent returns on capital invested. Due to large demand for money from utilities, railroads, industries, and municipalities, the investment banking industry will have all the business it can handle in 1952. Material shortages will continue acute for the first half year in many industries, but should start easing by midyear due to completion of additional productive facilities in copper, aluminum, steel, and many other scarce materials."

VIEWPOINTS FULLY SUPPORTED

The foregoing expressions present a striking epitome of business conditions as they exist today and are apt to exist in 1952.

All data collected thus far for the 1952 Blue Book of Southern Progress serve to bear out the convictions of Messrs. Redmond, Faricy and Currey.

While these data are not yet complete for the full year of 1951, sufficient have been assembled to permit certain preliminary observations.

Among these is the apparent certainty that 1951 will show a substantial increase in the number of business establishments in the South, the total increase being in the neighborhood of 120,000.

Total business volume will show an increase of almost ten per cent in dollar value, and a smaller but significant gain in physical output.

Manufacturing in the South will register the greatest gain dollarwise of all segments of Southern industry.

But construction activity will show a higher percentage gain, and will also stand forth as the best available harbinger of things to come.

Structures to the value of nearly $10 billion were put in place in the South during 1951, against $8.6 billion in 1950. Even after taking into account the effect of higher costs, actual physical volume will be substantially higher for 1951.

Of the total $10 billion, better than $2 billion went into productive facilities.

Based upon traditional relationships, this means an increase in potential productive capacity of between 15 and 20 per cent.

While data are still too incomplete to make a definite prediction, it is nonetheless a fairly safe guess to set this gain down as greater than that which can be shown for the Nation at large.

It is held by some authorities that the Nation as a whole will find it impossible in 1952 to utilize its current aggregate plant capacity by reason of manpower and material shortages.

There is good reason to believe that this will be true in some instances—but not in all—and, in this respect the South operates from a very strategic vantage point.

A far greater proportion of the current plants in the South are new. These new plants are equipped with the best in the way of machinery and organization. They will be able to turn out more goods with less manpower.

They will thus be in a position to take greatest advantage of existing boom demand; and also will suffer less in competitive demand for subsiding demand, should that time arrive.

As regards shortages, Mr. Redmond gave a hint as to the South's advantage. While energetic progress is being made toward a fuller productive economy for the South, the stage has not yet come when the region must depend on others for its chief supply of raw stuffs. With its preponderance of textile, tobacco, furniture, petroleum-coal products and chemical industries, the South still demands chiefly its own primary resources and produces these in required amounts.

While, therefore, the South is an integral part of the United States, and as such rides the waves of general prosperity and recession, the region does hold a unique position with obvious advantages.

A secondary advantage rests in its more flexible labor supply. Southern farms are still overmanned. And this unrecorded labor pool can and will be steadily drawn into the ranks of industry as occasion demands. No other region possesses such a reserve.

Even in its unique situation, however, the South in 1952 will not be able to detour the problems that have been so sharply pointed up in the forepart of this article.

Southern business management will be put to its best mettle to forestall declining profits in the face of increased output.

Government buying for defense, mounting cash resources in the hands of consumers, and renewed plans for unprecedented capital expansion—all indicate but one thing—the unceasing hum of factories and marts.

On the other side of the page, however, costs of business will inevitably rise. Opportunity to match these rises with higher prices will not be free.

There is great likelihood, therefore, that rates of profit will be lower than in either 1950 or 1951. Total dollar profit, on the other hand, should be as great or greater, and increased alertness may even sustain profit rate levels.

Prime attention henceforth must be directed toward development of improved methods of operation, modernized devices, and elimination of all possible waste.

MISCELLANEOUS INDICATORS

Among specific predictions that appear at this time to hold valid foundation are the following:

Prices and wages should remain relatively stable, with, however, the latter outstripping the former in a number of key instances. Current conferences in the steel industry should go a long way toward establishing a pattern that may be used as a near future guide.

Consumer purchases are very likely to grow greater in view of growing accumulation of savings. Purchases of capital goods should be as good, or almost as good in 1952 as they were in 1950.

Construction will doubtless drop off somewhat, but still remain at a very high level.

These considerations alone carry with them strong assurance of high level business activity.

On the whole, 1952 may be made to be as good or better than 1951.

Aluminum Company of America is enlarging its big Point Com'ort, Texas plant, above, by 60 per cent—stepping up its capacity from 57,000 tons to 92,000 tons.

Defense Needs Spur Aluminum Expansion

by Sidney Fish

Industrial Analyst

THE wealth of cheap fuels found in the soil of the Southwest is leading the nation to place the major portion of the huge aluminum expansion in this area. Here are to be found the vast reserves of natural gas and of lignite—a form of coal—from which the low cost electrical power will be generated. And cheap power is the secret of low cost aluminum.

By an electrolytic process, the raw alumina is converted into aluminum. Until recently, low cost power needed to produce aluminum for sale at its present market price of 18 cents, could only be obtained from hydro-electric plants.

But the Korean War, and the tense international situation, created a need for aluminum that outstripped our hydro-electric resources. Even before Korea, the Aluminum Company of America had built its big Port Lavaca plant to utilize low cost natural gas as a source of power that might compete with the "white coal" of the hydro-electric plants. Since then, a very substantial share of the first stage of the big defense expansion program in aluminum has been designed to utilize natural gas. The gas generates electricity—in two ways:

The gas can drive big radial gas engines, which in turn operate the generators. Or it can make electricity by the steam turbine process, with steam driving the generators.

The reserves of natural gas are very large in the Southwest. But as an added measure of security, Alcoa has turned to lignite as a source of fuel. Large deposits of lignite, or sub-bituminous coal have been known to exist in Texas for many years. The Bureau of Mines has been conducting long tests with lignite at a pilot plant in Denver, Col. Eventually, lignite-generated power is expected to be competitive with gas-generated power, and the latter has already proven a worthy competitor of hydro - electric power.

Alcoa is building a big 170 million pounds a year aluminum reduction plant in Milam County, Texas, to use lignite as fuel.

Thus, with remaining unexploited American hydro-electric power sources few in number, the South finds itself in the enviable position of possessing two alternative power sources which have become a magnet to new industry in Texas, Louisiana, Arkansas and other Southern states. Along with cheap fuel, the Southwest has big reserves of bauxite, chiefly in Louisiana. This is the mineral from which aluminum is extracted. And easily accessible to the South are the big bauxite deposits in Dutch Guiana, Jamaica, Trinidad and other Latin American mines.

The aluminum expansion program is of major importance to the industrial development of the South, because this "growth" industry promises, in peace or war, to operate at relatively full capacity, owing to rapidly widening uses for the light metal in transportation, construction, household equipment, and many other applications. No one is worrying about over-production, such is the bright future for aluminum.

Step by step, the Government is increasing the scope of the aluminum expansion program. And a major share of that program is continuing to be located in the South.

Prior to the Korean War, the nation's primary aluminum capacity totaled 775,000 tons a year. In the first phase of the present expansion program, this capacity is being increased by 660,000 tons, virtually doubling the pre-Korean capacity, and bringing the total to 1,435,000 tons. The size of this expansion can be appreciated when it is recalled that in 1939, production in the United States totaled only 162,500 tons, or only a quarter of the first phase of the present expansion.

A "second phase" seems almost certain to be set in motion very soon, which will

add at least 250,000 tons to the nation's capacity. The Government has indicated that it will need, for military and essential civilian programs, more aluminum than can be provided by the new post-Korean capacity of 1,435,000 tons. As in the first phase, the Government will approve certificates of necessity, granting accelerated depreciation to the new privately-built facilities. In most cases, too, the Government will enter into contracts guaranteeing the purchase of any aluminum produced by the new facilities for a five-year period. Because the South is so well situated in respect to vital low cost fuels, it is likely that this area will be made the scene of the bulk of the second phase expansion, just as it was in the case of the first phase.

The first phase of the Korean aluminum expansion is costing well over $500 million. It is calculated that of the 660,000 ton expansion called for in this phase, that the states of Texas, Louisiana and Arkansas will corral over 470,000 tons or over two-thirds of the total of new capacity—and three times as much as the nation produced in 1939. In addition, the South has existing pre-Korean capacity at Alcoa, Tennessee, Badin, North Carolina and elsewhere.

Here are some of the big projects being built in the South as part of this "first phase" program:

Alcoa is enlarging its big Point Comfort plant at Port Lavaca, Texas, by 60 per cent—stepping up its capacity from 57,000 tons a year to 92,000 tons. Point Comfort was the first aluminum plant in the country to use natural gas as a power source exclusively.

North of Port Lavaca, in Rockdale, Milam County, Alcoa is building its 85,000 ton plant to use lignite as fuel.

Not far from Corpus Christi, Texas, Reynolds Metals is putting up a new 75,000 tons-a-year plant. This will start pouring its first metal in January.

Reynolds, too, is adding 20,000 tons to its pre-Korean capacity of 75,000 tons at Jones Mills, Ark. And just recently, Reynolds was given the go-ahead signal on another new Arkansas plant to turn out 55,000 tons of aluminum yearly.

The biggest plant of them all, a 200,000-tons-a-year giant, is going up near New Orleans. This is the great Chalmette plant of Kaiser Aluminum & Chemical Corp. This plant poured its first metal early in December. The entire plant, using natural gas, will be completed in 1953.

Vast quantities of electric power will be needed to produce this aluminum. For 10 kilowatt hours of electricity are needed to produce each pound of aluminum. Chalmette alone will generate enough electricity to take care of a city of 1,000,000 persons.

At Chalmette a large number of electricity-generating gas engines will be supplemented by steam turbines.

In addition to the increases in primary metal capacity, the leading metal producers are adding to their alumina plants. For it is the alumina—the white powder that is refined from bauxite — that is placed in the electrolytic baths for conversion into primary aluminum.

The building of a plant like Port Comfort or Chalmette calls for vast quantities of steel—steel for buildings, steel for railroad trackage, steel for the power-generating equipment, and steel for the long pot lines. A potline is a row of 75 to 150 pots, in each of which alumina is being refined into aluminum by the electrolytic process. Chalmette alone has 75 buildings, including those in which the pots are located. Such big industrial plants are creating a big market for steel in the South.

In addition to electricity, the aluminum plants require large quantities of carbon and other minerals and chemicals, enormous quantities of water—and men. The South is well endowed with all of these.

One of the factors that makes the future of aluminum bright is the relative stability of its price, in contrast with that of other metals. Aluminum today is being sold at only 18 cents a pound, compared with its historic low of 14 cents. In other words, the price has increased less than 30 per cent, during a period when most metals have doubled in price.

In addition, aluminum has exceptional qualities that make it well-nigh indispensable in transportation, building construction, electrical conduction, in cooking, etc. Its biggest use currently is in transportation, because its lightness in weight and its strength have made it the most important metal in air transportation. Aluminum weighs only one-third as much as steel. Its resistance to corrosion has made it equally desirable in building applications—in roofs, siding, panels, gutters, downspouts, etc.

The location of the biggest portion of this industry in the South will have a vast impact on this area in the years to come.

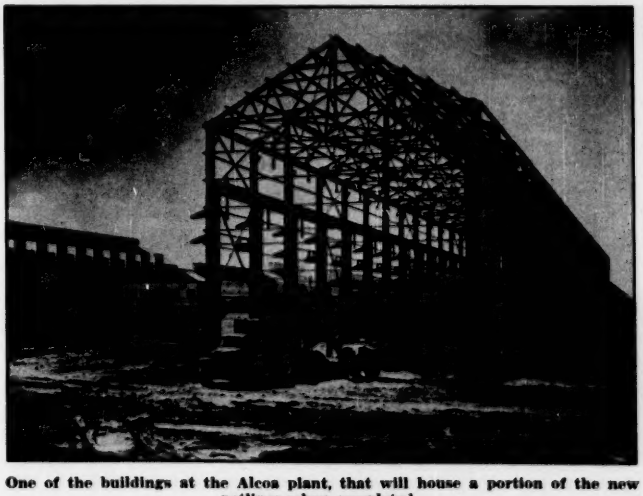
For along with the primary metal plants, it is only a question of time before new fabricating plants will be located in the South. For example, it would be logical to expect that the big aircraft plants in Fort Worth, Dallas and Atlanta will need sheet rolling plants to take care of their requirements. Or they may need extrusions or forgings that can be made more cheaply close to the primary mills than in the north.

In addition, many civilian industries will locate near this rich source of primary metal—makers of roofing and siding, for farm buildings, furniture producers, fabricators of aluminum awnings, foil for food and tobacco, venetian blinds, and the countless other articles that are made of this shiny white metal.

One of the brightest outlets for aluminum is the automobile. The leading auto makers are experimenting with aluminum as a substitute for copper during the present desperate shortage of the latter metal. They may soon develop aluminum radiators, aluminum engine blocks, aluminum doors, instrument panels and many other automotive applications. Each engine block alone, for example, could use 100 to 200 pounds of aluminum, and when that total is multiplied by an annual output of 5 million to 6 million cars, it would come close to absorbing one-quarter to one-half of the annual aluminum capacity, when this expansion program is completed.

It is true that aluminum costs more than steel. But because it reduces dead weight, it gives the auto designer greater flexibility with respect to the type of engine required, and the kinds of deluxe accessories that can be installed in the car of the future. The same elimination of dead weight is leading to the use of aluminum in trucks and trailers.

This big expansion program is strengthening the nation during the present metal shortages. It is also giving the South assurance of new industries that will, in time, place the South in its rightful position among other industrial areas of the nation.



One of the buildings at the Alcoa plant, that will house a portion of the new potlines when completed.

PROMOTION

A FIRST IN RADIO

Miami manufacturer scores with six-hour holiday show

And on New Year's day some 65,000 rooters at the Orange Bowl shouted themselves hoarse through megaphones provided by the Ludman Corporation.

As any manufacturer knows who uses advertising in any quantity, a certain amount of space and promotion must be devoted to the institutional type. Even greater, is the problem of making that same institutional advertising effective.

The Ludman Corporation, the nation's largest manufacturer of awning windows and jalousies, under the trade names of Auto-Lok and Windo-Tite, accomplished the maximum in effectiveness when they set their holiday promotion into operation in South Florida.

Sparked by the ideas set up by the company Public Relations Director, Dick Stern, both Christmas and New Years were well marked with the Ludman name. To more than one-half million radio listeners on Christmas Day, and to more than 65,000 fans at the Orange Bowl game on January 1, 1952, in Miami, the name was a prominent one.

For it was on Christmas Day that the company set a precedent in the broadcasting industry in general, and Miami radio in particular, when they presented for the first time anywhere, a star-studded six-hour production called the "Christmas Card," and on New Year's Day, more than 65,000 bi-partisan rooters cheered their favorite team with the aid of a three-colored megaphone provided free through the courtesy of the Ludman Corporation.

PREPARATION—Co-authors of the "Christmas Card," Ludman's Dick Stern and Arnold Kaufman of WMBM, check some script changes with WMBM chief engineer Charles Hartwick.

A Precedent

It was the first time since the early days of radio, that one sponsor presented more than a two-hour air show strictly in the interest of institutional promotion. All commercials were deleted to the point of only casual mention of the Ludman name or its products. Even the three-minute talk by President Max Hoffman took the form of an account of the year's progress and thanks to the company friends on behalf of the growing organization.

Throughout the locally produced show, which was written and directed by Stern in collaboration with Arnold Kaufman, program director of station WMBM, stars such as Bing Crosby and Orson Welles, Loretta Young, Lionel Barrymore, Gregory Peck, James Melton, the St. Olaf Choir, Leopold Stokowski, the Robert Mitchell Boy Choir, and many, many celebrities of the Metropolitan Opera weaved their way in dramatic and musical portions of the program.

Featuring such dramatic presentations as the "Christmas Carol" with Lionel Barrymore, the "Happy Prince" with Orson Welles and Bing Crosby, and the "Littlest Angel" with Loretta Young, the show gathered magnitude in proportion as each part unfolded. The entire overall six hours was taped as introductions, continuity and transcribed shows, developed into a record-making radio first. This taping represented more than 15,000 feet of recording tape and represented more than 30 hours of recording, editing and reassembling.

When the program was completed, the local listening audience as far north as St. Petersburg, Florida, were aware that the ultimate in radio entertainment had been sent to them through the courtesy and kind cooperation of a very progressive manufacturer. The name Ludman was not an unfamiliar one to them following the actual broadcast.

To tie in the broadcast with local promotion and to insure the largest listening audience possible, WMBM mailed more than 300 of its programs featuring plugs of the forthcoming show on its cover to leading architects in the area. WMBM also plugged heavily with a total of more than 210 air mentions in three weeks prior to the broadcast. To further merchandise the idea, Ludman bought over 1,200 lines in the Miami *Herald* and Miami *Daily News* on Christmas morning calling attention to the gala show.

The ad showed pictures of the various artists to be featured and tied in a "Season's Greeting" to all Ludman friends, with the invitation to be their guest for the show.

Coverage for the advance publicity sent out by the company was strong and included a lead feature on the radio page with pictures where ordinarily pictures were not the custom. It was a remarkable Christmas Day in radio anywhere, and an estimated audience of over one-half million listened.

New Year's Day

And then, when the Christmas promotion was over, the active organization did not experience the usual seasonal slump in promotion. Knowing that on New Year's Day the annual Orange Bowl Classic, at Miami, attracted one of the largest bowl crowds in the nation, Ludman came up with another "first." Baylor University and Georgia Tech were the teams that clashed on the field, but wherever a fan sat, or whichever team he rooted for, he had the help of a gaily-colored four dimensional megaphone provided free by the Ludman Corporation.

More than 65,000 of these three-color cheering aids were distributed to the fans prior to the game time and if the crowd was not the largest in the nation, it certainly was one of the noisiest, thanks to the Miami manufacturer.

Working closely with the Butler-Wilson Paper Company of Miami, the Ludman Corporation devised a megaphone that snapped open, displaying four panels bedecked in the colors of both universities. One side of the megaphone showed a pennant with the Baylor name inscribed in blue and gold, team colors, while the opposite side had the Georgia Tech pennant imprinted in gold and black team colors. On the other two sides of the megaphones, the institutional message for the Ludman Corporation was shown with the added message: "LEADING THE NATION IN WINDOW ENGINEERING."

Many of the megaphones found their way into the homes of prospective customers of the Ludman products, Auto-Lok awning windows and Windo-Tite jalousies. They were taken as souvenirs by the fans as a reminder of the Orange Bowl Classic—1952. Whatever the reason, the message inscribed on them by the Ludman Corporation was read by almost all of the more than 65,000 at the New Year's Game in Miami.

It was a gala game, drenched in the sun-filled skies of a perfect climate. This year, greater Miami played host to the largest crowd in the history of the Orange Bowl. And in the words of one of the Orange Bowl committee: "If it wasn't the nation's largest crowd, it was certainly the noisiest."

Many of the hoarse-voiced fans who used the props provided by the Ludman Corporation will definitely attest to that, but more important they'll tell you the name of the company responsible.

PRODUCTION—Part of the staff used in producing the six-hour long radio spectacle is seen in action during the taping of the show. A total of ten announcing voices were used on the introductions to the various parts of the show.

AFTERMATH—Engineer Hartwick ponders his situation in more than 15,000 feet of tape used to record the six hour record-making program.

CONSTRUCTION

New flight test hangar to be built by McDonnell Aircraft Corporation, St. Louis, Mo. The 200 by 500 foot hangar will cost about $3,500,000. G. L. Tarlton Contracting Co., of St. Louis is the contractor, and Sverdrup & Parcel, Inc. are Archts. and Engrs.

1951 Awards at Record $5,532,857,000

By S. A. Lauver
News Editor

NINETEEN fifty-one marked the peak in southern construction history.

Total value of contracts awarded in the sixteen-state area below the Mason and Dixon line was $5,532,857,000, or more than twenty-six per cent above the $4,369,152,000 registered in the preceding year.

The year started at a high level. The first-month total was $1,082,466,000. This was a record for such a period. Higher than average totals—$641,867,000 in February and $577,160,000 in March — prevailed in the first quarter.

The monthly average for the second quarter was $346,541,000. Totals during this time were $316,368,000 in April; $363,115,000 in May and $366,142,000 in June.

The $1,045,625,000 total for the second quarter brought the figure for the first half of the year to $3,347,118,000, or an eighty-four per cent gain when compared with the same period of 1950.

For the third quarter the monthly average was $457,782,000. The overall total of $1,373,347,000 in that period included monthly figures of $755,717,000 for July; $365,078,000 for August and $252,552,000 for September.

A monthly average of $270,974,000 was established in the last quarter. This low figure reflected the restrictions, the shortages of materials and the uncertainty as the year neared its end.

Totals for the three months of the last quarter were $351,721,000 for October; $221,116,000 for November and $239,555,000 for December. The latter two were the lowest of the year.

The $5,532,857,000 for the entire year embraced $2,296,183,000 for industrial projects; $995,653,000 for private building; $810,059,000 for public building; $805,417,000 for heavy engineering projects and $625,545,000 for highways and bridges.

Industrial construction includes the huge atomic energy projects in South Carolina and Kentucky, as well as the somewhat lesser-sized but still large aluminum and chemical plant projects in the Gulf Coast area. These were largely instrumental in pushing the value of such work to its high level, which is more than twice that for the previous twelve months.

Private building, although ranking second in value among the several categories, represented a decline. The $995,653,000 for such work is eighteen per cent below the figure for such work last year.

Elements in the private building total were $794,148,000 for residential work; $79,525,000 for assembly buildings; $63,036,000 for office building and $58,944,000 for commercial structures.

Largest proportion of the private building figure is the $794,148,000 for residential building. This was seventy-nine per cent of the total. It was a drop of about seven per cent from the level of such work last year.

Declines in other types of private building were more pronounced. The $79,525,000 for assembly buildings is about thirty-three per cent down; the $63,454,000 of office building, fifty per cent, and the $58,944,000 of commercial building, forty-seven per cent.

The $810,059,000 of public building is twenty-eight per cent below its last year's counterpart. The figure includes $367,625,000 for school buildings; the rest for government structures.

Heavy engineering construction in the last twelve months, with its $805,417,000 total, is made up of $585,242,000 for dams, drainage, earthwork and airports; $156,598,000 for sewer and water work, and $63,577,000 for government electric projects.

SOUTH'S CONSTRUCTION BY STATES

	December, 1951 Contracts Awarded	December, 1951 Contracts to be Awarded	Contracts Awarded Twelve Months 1951	Contracts Awarded Twelve Months 1950
Alabama	$10,732,000	$21,116,000	$293,087,000	$177,335,000
Arkansas	2,415,000	695,000	151,066,000	137,098,000
Dist. of Col.	5,845,000	6,974,000	40,383,000	40,905,000
Florida	19,778,000	25,247,000	509,055,000	402,360,000
Georgia	12,066,000	15,795,000	222,883,000	155,703,000
Kentucky	27,150,000	25,623,000	527,730,000	97,448,000
Louisiana	17,771,000	126,504,000	421,115,000	347,533,000
Maryland	21,452,000	54,168,000	397,946,000	337,729,000
Mississippi	3,840,000	7,033,000	155,507,900	125,955,000
Missouri	10,043,000	9,526,000	179,304,000	237,080,000
N. Carolina	12,020,000	44,714,000	350,893,000	364,946,000
Oklahoma	7,733,000	2,533,000	86,207,000	129,240,000
S. Carolina	4,893,000	265,800,000	496,126,000	384,389,000
Tennessee	13,992,000	10,136,000	224,259,000	250,148,000
Texas	48,032,000	170,646,000	1,111,220,000	893,673,000
Virginia	9,657,000	9,114,000	300,819,000	250,075,000
W. Virginia	12,136,000	770,000	65,262,000	37,541,000
Total	$239,355,000	$796,394,000	$5,532,857,000	$4,369,152,000

CONSTRUCTION

Considered as an entirety, the heavy engineering value represents a rise of above fifty-six per cent. The dams-drainage-earthwork-airport classification is up two hundred twenty-two per cent. Sewer and water work shows an increase of ten per cent. Government electric projects have dropped drastically.

Statistics reveal that highways and bridges in the contract stage were at practically the same level as in the preceding year. The total for 1951 was $625,545,000; for 1950, $622,535,000. Several large lettings at the end of the year for which returns had not yet been received would increase the 1951 total substantially.

The December total of $239,555,000 included $61,558,000 for public building; $58,235,000 for highways and bridges; $54,676,000 for heavy engineering type projects; $40,696,000 for private building and $24,390,000 for industrial plant work.

The $61,558,000 for public building in December includes $25,724,000 for school building and represents an increase of eighty-six per cent over the total for the month before. School building more than doubled.

December also saw a spurt in highway and bridge work in the contract stage. The $58,235,000 total was sixty-seven per cent greater than the $35,350,000 for the preceding month. Including several lettings not received in time, the December figure would be much larger.

Largest factor in the $54,676,000 heavy engineering figure was the $27,570,000 for dams, drainage, earthwork and airports. This was a slight drop from the level of the previous month.

Sewer and water construction, however, rose almost fifty-six per cent. Government electric projects in the last month of the year also accelerated. The December total was $8,196,000; the November figure, $1,713,000.

Private building dropped in December as compared with the preceding month. The $40,696,000 was down thirty-six per cent. Residential work in December totaled $28,980,000. In November it was $51,841,000.

Office building in December amounted to $5,973,000, as compared with the $3,128,000 for the preceding month. Commercial building remained almost the same. The December figure was $2,765,000; the November figure, $2,498,000. Assembly buildings were valued at $2,978,000.

Industrial building contracts in December were placed at $40,696,000. In the preceding month, the figure was $46,499,000.

Forecasts for construction in the new year indicate a slight decline from the $39,000,000,000 reportedly put in place last year. The Associated General Contractors of America states that $37,000,000,000 worth is possible in 1952.

The 1951 volume, according to that national organization of general contracting firms, is the highest yet performed in any year both from the physical and dollar viewpoints, topping any single manufacturing industry's output as well as the gross income estimated for agriculture.

Perspective of the Wyatt Building, a new office building that is to go up in Washington, D. C. A. R. Clas is the architect.

Of the $39,000,000,000 estimated in 1951, the A. G. C. reports that almost $30,000,000,000 was for new construction and the remainder for general maintenance and repairs. About $28,000,000,000 of the fig-

(*Continued on page* 48)

SOUTH'S CONSTRUCTION BY TYPES

	December, 1951 Contracts Awarded	December, 1951 Contracts to be Awarded	Contracts Awarded Twelve Months 1951	Contracts Awarded Twelve Months 1950
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	$2,978,000	$9,749,000	$79,525,000	$120,234,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	2,765,000	2,125,000	58,944,000	112,510,000
Residential (Apartments, Hotels, Dwellings)	28,980,000	46,331,000	794,448,000	855,103,000
Office	5,973,000	1,480,000	63,036,000	126,490,000
	$40,696,000	$59,685,000	$995,653,000	$1,214,337,000
INDUSTRIAL	$24,390,000	$288,156,000	$2,296,183,000	$891,132,000
PUBLIC BUILDING				
City, County, State, Federal, and Hospitals	$35,834,000	$52,719,000	$442,434,000	$710,244,000
Schools	25,724,000	59,396,000	367,625,000	416,470,000
	$61,558,000	$112,115,000	$810,059,000	$1,126,714,000
ENGINEERING				
Dams, Drainage, Earthwork and Airports	$27,570,000	$32,560,000	$595,242,000	$263,116,000
Federal, County, Municipal Electric	8,196,000	251,800,000	63,577,000	109,778,000
Sewers and Waterworks	18,910,000	20,931,000	156,598,000	141,540,000
	$54,676,000	$305,291,000	$805,417,000	$514,434,000
ROADS, STREETS, BRIDGES	$58,235,000	$31,147,000	$625,545,000	$622,535,000
TOTAL	$239,555,000	$796,394,000	$5,532,857,000	$4,369,152,000

Cattle grazing on the lush pastures of Hugh MacRae's Invershiel Farm, in Pender County, N. C., where "fields are green in winter." (*Hugh Morton photos*)

Green Pastures—*All Year Long*

Hugh MacRae believed it could be done many years ago, and a few years ago he proved it could be done. His work stands today as one of the greatest contributions to Southern progress.

By John W. Gibson

Director, Div. Public Health Information
State Dept. of Health, Montgomery, Ala.

ON his large farm near Wilmington, N. C., Mr. MacRae, North Carolina industrialist, had been raising beef and dairy cattle for many years and losing money every year. Every winter these cattle were in barns and sheds, eating feedstuffs that had been expensive to grow or buy, expensive to store and expensive to handle at feeding time. He had found out for himself—the hard, expensive way—what agricultural experts at Cornell and other places had been saying all along, that about the only time animals make a profit is while they are feeding themselves in pastures. All over the country other cattle owners had been finding out the same thing—also the hard, expensive way.

Mr. MacRae was aware that millions of birds throughout the South, could live and eat outdoors all the year around, and if they could, why couldn't cattle? And, if cattle could, what a boon that would be to the South's economy!

He recognized an important difference, of course. Nature has been less lavish in her treatment of animals than of birds. Unlike the food birds need, cattle feed does not normally grow the year around. But could it be made to? Had anybody proved that it can't? Had anybody even tried?

Hadn't the South merely followed the North, the East and the West in keeping cattle indoors several months every year? That was a sound practice in those parts of the country, of course. With their winter weather, they had no choice. But the South was different. There was no more reason to copy those colder regions in this than there was to wear the same heavy clothing their people wore. Southern farmers had not realized what a great gift Nature had handed them—a warm climate as different from ice-locked winters as a Palm Beach suit is from ear muffs and three layers of underwear.

Fortunately, Hugh MacRae was in an excellent position to attempt to solve this problem. He had inherited a considerable fortune from his father, president of the largest fertilizer manufacturing firm in the South, and from his grandfather, head of the famed Wilmington and Weldon Railroad, for a long time the longest in the world and a vital link between General Robert E. Lee's armies and Confederate blockade-runners landing their priceless cargoes on the Wilmington docks. Moreover, he had swollen his inheritance by a series of successful enterprises, from mica mining to electric railways. So those year-after-year losses from his cattle raising were not a serious matter to him. But there were thousands of smaller and less fortunately situated farmers all over the South. To them such losses were indeed serious.

He needed a motto for this ambitious enterprise he was about to launch shortly after the turn of this century. The one he liked best of the many that came to mind was this: "The South will come into its own when its fields are green in winter."

Resolutely, he set himself to the task of making the "when" of that slogan come true. Looking into the matter thoroughly, he found that nobody knew of any crop, or combination of crops, that would make it possible for cattle to graze all the year. To make up that lack became his first, and indeed his major, task. He had no idea of the magnitude of what he was undertaking. He did not know that he would have to spend what was left of his young manhood, and also his middle age and a part of his old age, before he would find the answer. He did not know either that every one of those thirty-five or more years would cost him between three and ten thousand dollars. All he knew was that the South needed all-year grazing and that he might be able to make it possible.

He decided to go to Europe to see what, if anything, was being done over there in the way of cold-weather grazing. In Holland he saw the nearest approach he had yet seen to anything like that. Cattle were being kept on open pastures for six months out of the year without supplemental feeding. If that could be done there, in a climate that even the warming Gulf Stream could not prevent from being considerably colder than North Carolina, he was sure a way could be found to keep cattle outdoors all the time on his own farm.

He had another demonstration nearer home; quite near in fact. Several Europeans who had bought small tracts of land in a colonization scheme of his began keeping the family cows out-of-doors as much as they could. By staking them in small pastures of Abruzzi rye in winter and soy beans in summer, with supplemental feedings of oats and corn meal, those transplanted Europeans almost proved year-round pasturing to be a practical possibility; but not quite.

At an agricultural conference in Atlanta, Mr. MacRae met T. G. Macfie, a Scotchman who had traveled over most of the world before settling down on a Georgia farm. In Johannesburg some time before, Mr. Macfie had picked up a book telling about an English farmer's success in stretching the grazing period for his cattle. Using crops which trial-and-error experience told him would be most satisfactory, he had kept his animals in excellent condition by letting them graze during most, but not all, of the year. Mr. Macfie gladly loaned him the book. Later, in London, he was able to do more: he found another copy in a second-hand book store and sent it to him to keep. It became one of the agricultural pioneer's most prized possessions.

Now he had three reasons for believing year-round pastures were practicable in the South. If cattle could be kept out in the open a good part of the year in Holland, England and that farming community near Wilmington, why not the year-round at Invershiel, his own 750-acre cattle farm which had been proving such an expensive white elephant? And, if at Invershiel, why not anywhere else in the South?

He had pretty definite ideas as to what kinds of crops he would need: they would have to be sturdy enough to survive the perpetual battle with weeds and weather. They would need to grow rapidly after being eaten down by grazing animals. If possible (to keep costs down to the minimum) they should grow year after year from a single planting.

In all, he tried out some eighty different seeds. After each planting there came a long period of hopeful waiting for the results. About fifty different fields were used as laboratories, to prevent one experiment from interfering with another. Different species of grass were tried separately and in combination with others. Years passed, then decades, and the answer still stubbornly refused to come. The heavy financial drain continued. No wonder the North Carolina Legislature and others had refused to vote appropriations for this kind of undertaking. But Hugh MacRae kept resolutely on, signing the checks, studying the results of the latest experiments and ignoring the skeptics' advice to give up and quit.

Then came the great day. It was in the late 1930's. At last he was sure he had the answer. Out of those eighty or more cover crops that had gone through his mill, some of them over and over under different conditions, five had survived with a bright show of promise. That early promise has been fulfilled, for they are still the basic five. It is true, he later found some others that can be successfully used in their place, and he developed eight varieties that have proved useful in helping those five out, but they are enough by themselves.

Those basic five work like a top-form football team: when one gets out of the game, another is ready to take over. The much-maligned Johnson grass (which found a firm defender in Mr. MacRae) provides six months of grazing, from May to October, inclusive. Lespedeza comes along in early June and lasts until early September. White Dutch clover is good from mid-October to early December (and also from mid-March to mid-July). Crimson clover provides excellent grazing from about the time the White Dutch clover plays out to early June.

The development of this smooth-functioning, five-grass team did not, however, mean the end of Hugh MacRae's long search. For, unlike the other four, Crimson Clover did not reseed itself and so had to be replanted every year. That kept the expense higher than he wanted it to be. So he kept on with his experiments. He also kept up his contacts with farm leaders and experiment stations. And, a few years ago, he was able to fit a newly developed type of Crimson Clover into his year-round grazing program. This type, now firmly established as one of the basic five, reseeds itself as readily as the other four. At last, after nearly half a century, he felt he had accomplished what he had set out to do.

It is good business, he found, to build up all five crops from time to time. This is a simple and relatively inexpensive procedure. It consists of merely broadcasting the seed. It may or may not be considered advisable to run a disc over the land beforehand.

At first, Mr. MacRae planted the different crops in different pastures, moving his cattle from one to the other as one crop petered out and another came on. But he found that unnecessary. Cattle feeding on one crop do not interfere with another growing under it and, by keeping them in the same place the year around, the land's productivity is greatly improved. The only time they leave a pasture is when they are to be milked. Except during extreme drought, the only feed they get besides what they get in the pastures is a little mash used to lure them into the milking sheds. Mr. MacRae was pleased to find that apparently the animals prefer grazing to the feedstuffs they used to get in cold weather.

If you use the right grazing crops, he found, you can keep an average of two dairy or beef animals to the acre. And they will be fat, healthy and profitable.

Anyone who has seen the MacRae herds placidly grazing in the dead of winter or at any other time can testify that they are fat and healthy-looking. The Invershiel account books show that they are profitable.

Those records show, for example, that, after the initial investment (which includes seeding, fertilizer and maintenance of water holes and troughs), the cost of keeping beef cattle on Invershiel's year-round pastures for a year runs from ten to twelve dollars per animal. The cost under the outdoors-indoors plan is estimated at between a hundred and fifty and two hundred dollars. The long-term savings is "beyond estimate."

Mr. MacRae, one of the South's wealthiest men at his death in the fall of 1951, never begrudged a cent of the sizable fortune it cost him to make year-round pastures possible and practicable. Nor did he regret the four decades and more of planning, hard work and disappointed hopes he invested in them. But he was a trifle impatient with the South's slowness in accepting his gift and making the most of it. For he wanted so much to see Invershiels—hundreds of them—in every state of the South before he died.

Had he lived a few more years, he might have done so. For year-round grazing is catching on. Farmers, in delegations and alone, travel thousands of miles to find out at first hand what is going on at Invershiel. County agricultural agents are learning about it and talking it up in their own communities. Every now and then—and it's happening oftener and oftener—a daily or weekly paper comes out in a startling green-ink edition preaching the doctrine of winter grazing. And, in flaming grass-green letters stretching across the top of the front page or in some other conspicuous place, you will usually find that Hugh MacRae battle cry: "The South will come into its own when its fields are green in winter."

He got a great deal of encouragement from his mail, too. A former Farm Security (now Farmers' Home) administrator wrote him after a visit to Invershiel: "I have seen no farm anywhere that impressed me more. The whole South is indebted to you for the pioneering work you have done in the field of agriculture." A Georgia truck farmer called the MacRae continuous grazing plan "the greatest contribution to the renovation of the South that has been made in the past century." More than one year-round grazing enthusiast predicts that Hugh MacRae memorials will spring up all over the South within the next twenty-five years. Some say you'll see them sooner than that. Actually, they exist already, not the formal kind, of cold marble and shiny copper, but the kind he was most interested in—winter-green fields and a new prosperity for the South that cannot help benefiting the whole country.

Farmers from all over the South would come to Invershiel Farm to hear Mr. MacRae (center) explain his continuous grazing program, the result of more than 30 years work and hundreds of thousands of dollars in personal expense.

INDUSTRIAL EXPANSION

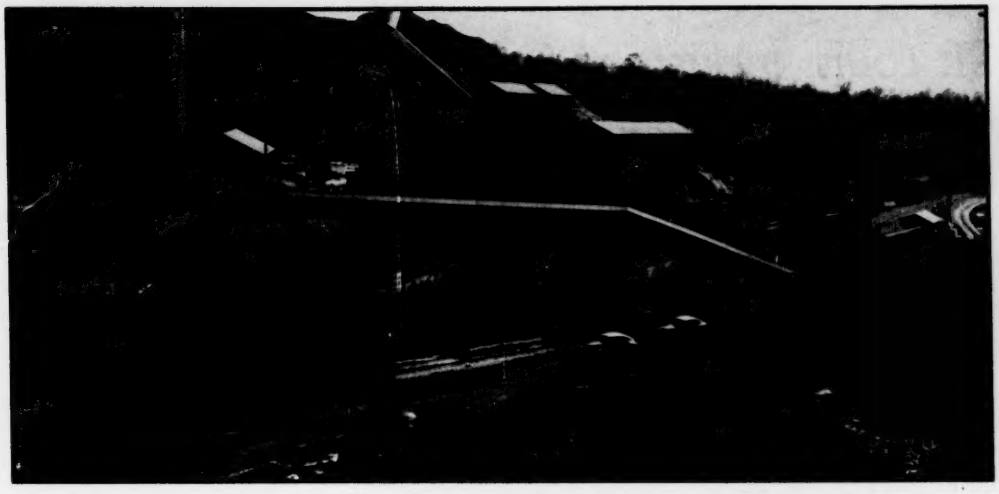
IN KENTUCKY

Pennsylvania Salt Manufacturing Company is expanding its facilities at Calvert City. This is step two in the development of the works, and it entails the construction of a new electrolytic chlorine-caustic soda plant, on the site outlined above. Cost: $8,000,000.

IN MARYLAND

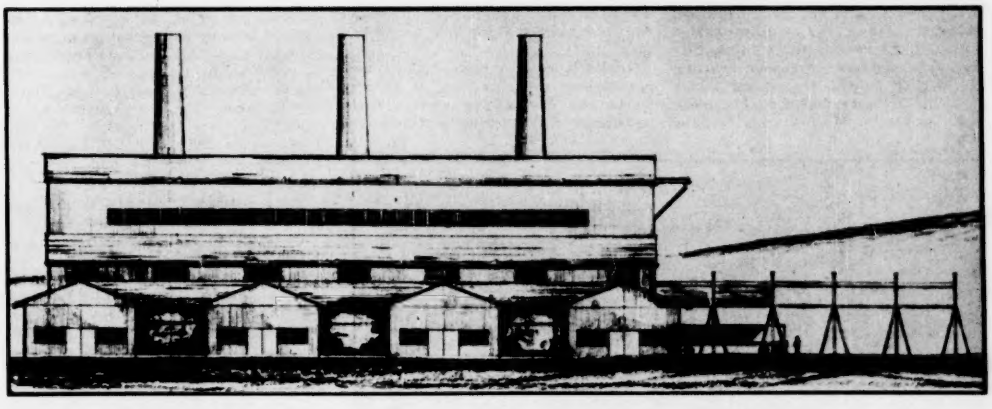
A recent progress photograph of the new million dollar plant that the Black & Decker Manufacturing Company is building at Hampstead. B&D will manufacture its world famous line of portable electric tools here when the plant is completed this spring. Austin Co., builders.

INDUSTRIAL EXPANSION



IN ALABAMA

DeBardeleben Coal Corporation has recently completed construction of this modern coal preparation plant on its property at Empire. At this plant the coal is sized, screened, washed and processed by the latest equipment to meet the varying demands of the customer.



IN TENNESSEE

Pacific Northwest Alloys, Inc., is building this million dollar plant for the manufacture of ferro-alloys used in the making of steel, at Memphis. This will be an ore reduction plant, and construction will get underway as soon as equipment is available.

St. Louis' Industrial Growth Topped $314 million Last Year

INDUSTRIAL expansion in the St. Louis area has proceeded at the highest rate in the city's history in 1951. The size, number and nature of these projects indicate profound changes under way and impending which will affect many aspects of community activity. Most of the new plants are choosing suburban and outer suburban locations, thus pushing industrial St. Louis so far beyond its political boundaries that they are now unrecognizable to a casual observer.

The tremendous sum of $205½ million was committed to the construction and equipment of new plants and expansions in the first half of 1951. Other projects established the 1951 total at more than $314 million, which is far greater than that of any previous year. Some concerns will not permit publication of investment and employment figures for their new projects so the foregoing is not even a minimum total. Those willing to release the information report the creation of 9,500 new jobs.

The most significant feature of this industrial growth is its catalytic effect on continued expansion. St. Louis is steel maker for a large and growing portion of the United States; thus, Granite City Steel's $70 million expansion program and Laclede Steel's project, for which no dollar estimate was available, mean that over twice as much metal will be available for metal-working plants in St. Louis and in the territory served. Dow Chemical's $26 million magnesium rolling mill will establish St. Louis as the nation's principal source of supply of this basic new (in a commercial sense), metal.

St. Louis is an important producer of chemical raw materials. The availability of these has caused many plants to locate there so the broadening of this industrial base means more opportunities for chemical processors. Producers of basics such as Monsanto, Mallinkrodt, Shell Refining and Standard of Indiana, among others, have accomplished major expansions and have large programs under way and projected. The city's four refineries are increasing the size of their facilities as well as producing new items. The Socony-Vacuum plant in east St. Louis has greatly increased capacity, while the Wood River Refinery has been purchased by Sinclair. The latter is a partner in construction of a pipe line from Wyoming to Wood River, and has extensive expansion plans which it will announce later. The Shell and Sinclair expansions added $78 million to the 1951 total.

Research staffs of the large oil companies have been probing at refinery wastes and otherwise tinkering with the molecular structure of petroleum so energetically and effectively that it is no longer surprising what strange substances materialize. St. Louis is quite strategically located with respect to the nation's "hardwater" territory. This means that more soap must be used than in most areas for equal results and, therefore, St. Louis is a prime soap market. One of the refinery researcher's developments was a synthetic detergent out of which a wide variety of soap powders and chips are made. Liquid detergent is shipped to the soap makers who fashion it into the product desired.

An industrial pattern has developed and continues to develop wherein Illinois St. Louisans make the detergent and ship it to Missouri St. Louisans to make into soap. Procter and Gamble installed facilities at their existing plant while Lever Bros. and Purex are building new plants. Other chemical processors such as Grove Laboratories and the Lewis-Howe Company have expansions under way and there are many others.

Another basic industrial product is coke. Granite City Steel is building new ovens on the Illinois side while Great Lakes Carbon is doing the same thing on the Missouri side. Metal-working plants use the coke while chemical industries use the valuable tars and liquors. All are contributions toward widening the base on which a larger and more diversified industrial structure can be built.

St. Louis will soon have production of another basic material or substance, but it will be some time before any details are made public. The Atomic Energy Commission, which already has a large investment in St. Louis, has acquired part of the Weldon Spring Ordnance reservation for an undisclosed purpose. Atomic weapons will be produced there for the present, but the Atomic Energy Commission states that eventual development will be in the nature of peacetime industry. All that it is permissible to state is that the present project will require about 2,500 people to build and that a power plant is included which might cost over $100 million. The city has been assured that it will attract important new industries and generally contribute to industrial growth.

While some of this industrial development is war-inspired or stimulated, very little of it can be classed as temporary. Stated otherwise, the new plants are not "war babies" to any great extent. Scullin Steel's south plant, McQuay-Norris' fuse plant, the Chevrolet shell forging plant and the small arms ammunition plant can be so classified. The south plant was idle before Korea, the fuse plant housed the Reserve Officers' Armory, Army Finance Center used the shell forging plant and, with other Army offices, occupied the small arms ammunition plant. The Finance Center is moving out, but a new and enlarged Army Administration Center will be built on an unannounced site. The investment and employment figures given do not include the fuse or ammunition plants.

There are other major government projects which are permanent. The Army

Typical of plants in the St. Louis area is this one of the Englander Co., Inc., at 3240 N. Broadway. Englander manufactures mattresses.

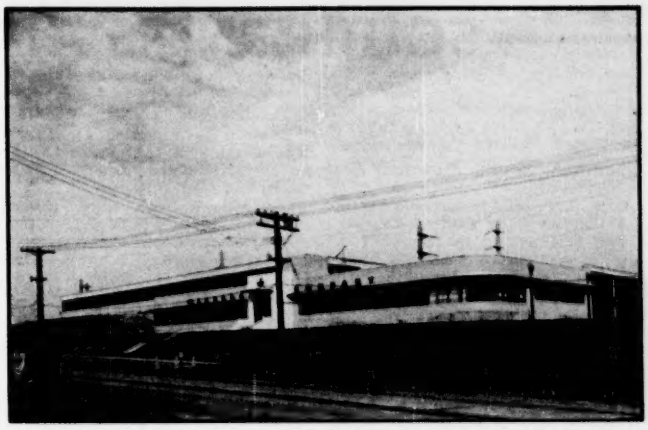
Medical Center is to build new space, the Aeronautical Chart Plant will move to the old arsenal after it is rehabilitated and enlarged and the Federal Land Bank and associated agencies recently announced a new building. There have been extensive expansions of Scott Air Base and the Engineer Depot at Granite City and further improvements are planned. The Engineer Corps Procurement Office took space in the Federal Reserve Building and the Army's Small Arms Ammunition Center has been installed at 4300 Goodfellow.

Meanwhile, the town's capacity for accommodating industry is being enlarged. Union Electric is well along on a 15-year, $425 million expansion which will double its wartime generating capacity. Illinois Power has 120,000 KW capacity now, which it did not have at the end of World War II, and is adding 100,000 KW to that. Expenditures by railways for new facilities and equipment in this area total well over $50 million since the war. There are now 293 common carrier and 30 contract truck lines in operation. Natural gas delivery capacity is being increased from a war-time 165 million feet to an eventual 400 million feet. The Chain of Rocks Canal will be completed early this fall and 8½ miles of waterfront property will be opened to industry. A terminal company has been created to operate Granite City Harbor on the Canal.

The impact of this development has created problems and will create more. Desirable industrial sites in St. Louis County are being taken for residential and commercial usage, thus forcing new plants farther out. This tendency is beginning to "Balkanize" the area because the distance to the central city, plus the traffic difficulties, encourage workers to go to jobs nearby rather than go downtown. A number of investigations made for industrial prospects developed the existence of good sources of workers in outlying areas which would not be available to a downtown plant.

Labor supply, with its corollary housing problems, is a major obstacle to further development in the central city. There is a nationwide tendency to locate new plants around the periphery of the large cities which is exactly the experience the St. Louis area is undergoing. Rural areas are the principal remaining source of new workers and with housing hard to find, they can commute relatively long distances to outlying plants from their homes. St. Louis' suburbs are becoming aware of this situation and expect to capitalize on it. The Kirkwood Chamber of Commerce was surprised to learn, quite by accident, that a number of good workers could be interested in a job in Kirkwood, but would not go downtown. Kinloch, which has generated a very fine community spirit under its own power, is making a survey of local skills and talents.

Another suburb had bad luck. Desiring an industrial payroll very much, a prospect was developed requiring 120 acres, half of which would be occupied by the plant. The community is so new



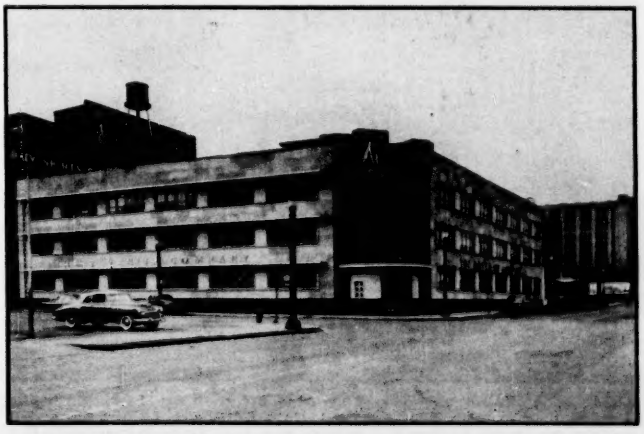
New plant of the Reardon Company, paint manufacturers, located at 2200 North Second Street.

its officials had not got around to zoning matters except to deal with them as each situation required. A formal hearing had to be set but, before the date arrived, the prospect had moved on.

Most of these communities desire the taxes and payrolls created by new plants, but are strangely careless about setting aside space for them and thereafter resisting efforts to rezone industrial property for other uses. Some city officials and large number of property holders have somehow acquired the attitude that the lowest order of use to which ground may be put is to build a plant on it. It is desirable, of course, to have a community of just houses, parks, clubs, playgrounds, schools and churches, but there must be income from industry, commerce or trade with which to create such a community in the first place and thereafter sustain it. The community wishing to be exclusively residential had better make sure that there is space and opportunity within reach for generation of the income on which it expects to live.

Manufacturers have feelings just as other people do. The requirement of going through time-consuming and costly hearings to get permission to build on a site is frequently fatal to the community's chances. Feeling unwanted, the prospect looks for a community where he is wanted and where he can get help. One single instance of such frustration can eliminate a community from getting an industrial payroll. The professional development people of St. Louis can't afford to take chances. Should they lead a prospect into such a situation they are likely not only to lose him to another city, but to find that their competence is thereafter very dimly regarded by the prospect and his friends and associates.

(Continued on page 50)



New bottling plant of the Seven-Up Company, situated at 1316 Belmar Street.

SOUTHERNERS AT WORK

Seaboard Names Powell, Chairman, Smith, President

Legh R. Powell, Jr., president of the Seaboard Air Line Railroad has been named chairman of the board of the road, succeeding Col. Henry W. Anderson, who was named honorary chairman. John W. Smith, formerly vice president, was named president to succeed Mr. Powell.

The announcement was made following a meeting of the board on January 4. Both Mr. Anderson and Mr. Powell have been associated with the Seaboard's executive affairs for many years, serving in one capacity or another through the years of reorganization.

At a meeting of the Board of Directors held at New York on December 4, 1951, Mr. C. E. Bell was elected a Vice President of the Company, with headquarters at Norfolk, Va.

Mr. Bell will have jurisdiction over Passenger Traffic and Public Relations.

B & O Announces Changes In Operating Staff

Changes in the operating staff of the Baltimore and Ohio Railroad following the retirement of John H. Hande, assistant to the vice president of operation and maintenance at Baltimore, after almost 47 years of railroad service, were announced by W. C. Baker, vice president, on January 1.

Edwin S. Rupp, assistant general manager of the B & O at Pittsburgh, will move to Baltimore, succeeding Mr. Hande.

C. N. Mays, assistant regional accountant at Baltimore, will take the position vacated by Mr. Rupp at Pittsburgh.

Mr. Hande joined the B & O in January 1917 as assistant engineer on Federal valuation of the railroad's Chicago Terminal properties.

In August of the following year he became special engineer on the staff of the chief engineer, B & O Western Lines, at Cincinnati. His next change was to improvement engineer at Baltimore in 1920 and on October 1, 1939, he was appointed auditor of capital expenditures. He has been assistant to the vice president of operation and maintenance at Baltimore since June 1946.

Edwin S. Rupp has been assistant to the general manager at Pittsburgh since 1944. He started with the B & O at Garrett, Ind., in 1913, and until 1917, when he entered U. S. military service in World War I in heavy artillery, he was employed in the Accounting Department. He returned to railroad service in 1919 in the same department and the same year was advanced to chief clerk to the division accountant at Parkersburg. From 1921 until March 1928, when he went to Pittsburgh, he was engaged in accounting work for the railroad at Newark, O. During the period 1934 to 1944, when he was appointed assistant to general manager, he was assistant division accountant and then division accountant at Pittsburgh.

C. N. Mays, the new assistant general manager at Pittsburgh, entered B & O service at Grafton, W. Va., in 1911 and was advanced through the Accounting Department there, becoming division accountant in 1941. In January 1950 Mr. Mays was promoted to assistant regional accountant, with headquarters at Baltimore.

Frisco and a Subsidiary Announce Executive Changes

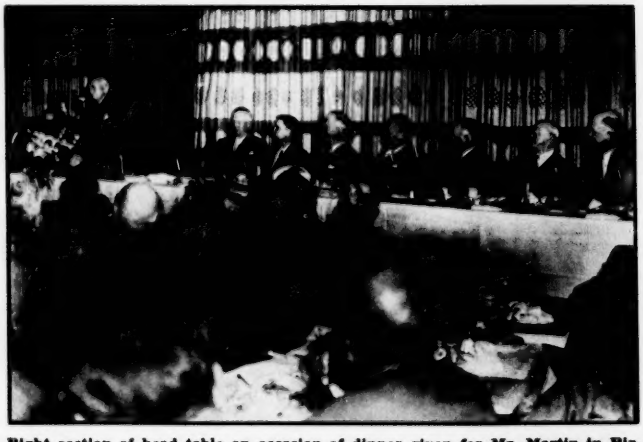
The retirement on Dec. 31 of Roy M. Culp as treasurer and assistant secretary of the Frisco Railway after more than 50 years of service with the company, has been announced by President Clark Hungerford.

Simultaneously, Mr. Hungerford announced that effective Jan. 1, 1952, L. O. Humphreys, now secretary and assistant treasurer, will become treasurer succeeding Mr. Culp and that C. C. Kratky, now assistant to the president, will become secretary and assistant treasurer, succeeding Mr. Humphreys.

Announcement has also been made to the effect that Charles H. Sommer, president of the Quanah, Acme and Pacific Railway Company, a subsidiary of the St. Louis-San Francisco (Frisco) Railway, will retire Dec. 31.

At the same time, Sampley announced the election, effective January 1, of Quin K. Baker as Q. A. & P. president and W. L. Richardson as executive vice president. Presently vice president, general manager and treasurer of the Q. A. & P., Mr. Baker will continue to maintain his headquarters at Quanah, Texas, as will Mr. Richardson, presently vice president in charge of traffic for the line.

Tom Martin Honored



Right section of head table on occasion of dinner given for Mr. Martin in Birmingham recently (Dec. MR). From left: Dr. J. M. Gallalee, Lt. Gov. Allen, W. J. Rushton, Mr. Martin, Lt. Gen. J. C. Persons, Hon. L. C. Battle, Robert Gregg, Rev. John Lukens, Hon J. G. Adams, Jr., Judge W. L. Martin and C. M. Pinson.

Emerson Electric Announces Executive Staff Change

The Vice President and Treasurer of The Emerson Electric Mfg. Co., St. Louis, Mo., William S. Snead, who has held that office since 1942, is retiring and his resignation, effective December 31, 1951, has been accepted by the Board of Directors, with regret. Mr. Snead has been a Director of the Company since 1936, and will continue to serve in that capacity.

The present Vice President and Assistant Treasurer, Ralph E. Petering, who was elected to that office in March, 1951, will assume the duties of Vice President and Treasurer, succeeding Mr. Snead, on January 2, 1952. Mr. Petering was elected to the Board of Directors as of December 1, 1951.

Mr. Petering became associated with Emerson-Electric, as Comptroller, in

1942, after eleven years with the firm of Certified Public Accountants, Lybrand, Ross Bros. and Montgomery.

SASI Names Ward Maryland Vice-president

D. C. W. Ward, Jr., Vice President of Union Trust Company of Maryland, was elected State Vice President of the Southern Association of Science and Industry to serve during 1951-52, announced by Dr. M. P. Etheredge, Dean of Science, Mississippi State College, President of the Association. The Southern Association of Science and Industry has its headquarters in Atlanta, Georgia and was organized ten years ago for the purpose of developing Southern resources. Its Board of Trustees consists of ninety Southern leaders in industry, finance, education and science. In the past several years, the Association has developed its scope resulting in greater activity in the Southern industrial picture. Mr. Ward has served as a member of the Board of Trustees for four years.

W. S. Schmidt, Monongahela Power Executive, named by NPA

William S. Schmidt, an executive of the Monongahela Power Co., Fairmont, W. Va., has been named coordinator for scheduling and expediting in the Electrical Equipment Division of the National Production Authority, U. S. Department of Commerce.

Mr. Schmidt, who is on leave from the company, will direct the priorities system for electrical components needed in military and atomic energy production and industrial expansion projects.

Mr. Schmidt has been with the Monongahela Power Co. since 1930, and was on military leave in 1943-47 as an Army lieutenant colonel. He served as a utilities specialist in the military government in Germany.

New Orleans Item Promotes Ad Officials, Elects Officers

Appointment of three Item advertising department executives to new positions was announced recently by Publisher David Stern.

Jack W. Zaring, a veteran of 18 years at The Item and formerly retail advertising manager, was named advertising director.

Herb Wright, assistant retail manager, was elevated to retail manager.

Frank Leeming, former advertising director, was named advertising assistant to the publisher.

Mr. Zaring joined The Item in 1933 as an advertising representative and was promoted to retail manager in 1945. He is a native of Indianapolis and a graduate of Indiana University.

In 1925, he became associated with Emerson B. Knight, Inc., a national research organization specializing in market surveys. He spent eight years as a consultant to major newspapers and retail stores in the application of advertising and merchandising data, then moved to New Orleans and joined The Item organization.

Mr. Wright's experience, prior to his coming to The Item, includes more than 14 years with the Scripps-Howard newspapers. He also served as retail manager and later advertising director of the San Diego Journal.

Mr. Leeming previously was retail advertising manager of the Philadelphia Record, ad advertising representative of the Oklahoma City News and general merchandise manager of a number of large department stores in Philadelphia, Oklahoma City and Jacksonville.

At a recent meeting of The Item's board of directors, George Chaplin, editor, was elected vice president of the company, and Irvin Orner, business manager, was elected secretary.

Both titles previously were held by George W. Nelson, who resigned as assistant to the publisher to accept an executive post with Standard Fruit and Steamship Company.

Foreign Trade Representative Named by Port of Baltimore

C. Clements Jones, former U. S. Army officer, has joined the staff of the Export and Import Bureau of the Association of Commerce as foreign trade representative.

Mr. Jones, a native of Glens Falls, New York, is a graduate of Williams College and recently completed studies in the Foreign Service School of Georgetown University. In addition to his military background, the new foreign trade representative has had experience in industrial sales, research and writing.

The new representative has traveled extensively in England, Germany, Austria, France, Belgium, Holland and Hungary. His military duties have included service in Japan and the Far East. As foreign trade representative for the Export and Import Bureau, he will be primarily charged with interesting Baltimore firms in foreign trade opportunities and keeping business houses informed on pertinent changes and trends in international commerce.

Mr. Jones served in the U. S. Army from 1941 to 1946 and from 1947 to 1950 mostly with the Army Security Agency.

N&W Announces Promotions In Freight Traffic Dept.

Eight promotions in the Freight Traffic Department of the Norfolk and Western Railway, affecting several of the railroad's offices in principal cities of the east, south and midwest, were announced on Dec. 27 from the company's headquarters in Roanoke, Va. The changes were effective January 1.

Seven men were promoted to the position of commercial agent, and one man was advanced to traveling freight agent. Most of the men have been on the railway's freight traffic staff since the early 20's.

The following men were promoted to commercial agent: C. J. Curran, traveling freight agent, Toledo, O.; John E. Ermer, traveling freight agent, Baltimore, Md.; Stuart MacCready, soliciting freight agent, St. Louis, Mo.; E. J. Schettler, traveling freight agent, Cleveland, O.; E. T. Vineyard, traveling freight agent, Oklahoma City, Okla.; C. E. Cousins, soliciting freight agent, Norfolk, Va.; and C. R. Ford, traveling freight agent, Winston-Salem, N. C.; Bryant R. Goodall, chief clerk to the division freight agent at Winston-Salem, was promoted to traveling freight agent there.

Jones Named Texas-Oklahoma Dist. Mgr. for Alexander Smith

Maurice Jones has been named manager of the Texas-Oklahoma area for the Carpet Division of Alexander Smith, Inc., according to an announcement by Joseph W. Fiala, general sales manager of the division. The appointment is effective immediately.

For the past year, John C. Hein has acted as both District Manager for the Texas-Oklahoma district and as regional manager for the Southwest. The promotion of Mr. Jones will allow Mr. Hein full time to concentrate on his duties as regional manager.

Mr. Jones has been a member of the district sales force since he joined Alexander Smith in 1937. Mr. Hein has been with the company for more than twenty years, and previously served with W. & J. Sloane, when that company was sole selling agent for Alexander Smith.

Mr. Hein and Mr. Jones will make their headquarters at Alexander Smith's Dallas office.

NPA Names E. D. Kelly, E. A. Harris to Rubber Division

The National Production Authority, U. S. Department of Commerce, today named E. D. Kelly of Silver Spring, Md., as Director of its Rubber Division and E. A. Harris of Rockville, Md., as Deputy Director.

Mr. Kelly, formerly Deputy Director of the Rubber Division, succeeds Leland E. Spencer vice-president of the Kelly Springfield Tire Company of Cumberland, Md., who has become Chief of the Synthetic Rubber Division of the Reconstruction Finance Corporation.

NEW PRODUCTS

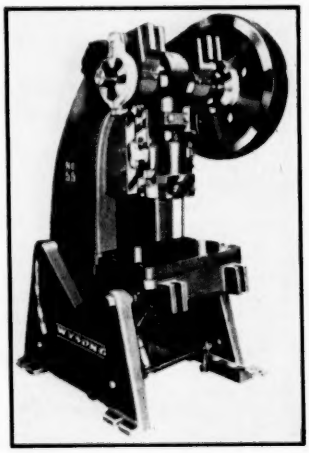
Light Weight Truck

Market Forge Co., Everett, Mass.—A light duty truck with smooth steel shelves which can be built to meet individual requirements.

They are furnished with any size or type caster and wheel. The lips of the shelves can be supplied turned up or down—a feature which makes this truck especially useful for handling various types of material.

Punch Press

Wysong and Miles Co., Greensboro, North Carolina—A new 55 ton, open back, inclinable punch press. New features claimed for this press include the square pin type clutch with three points of engagement and built-in non-repeat unit. The hardened tool steel wear plates of the clutch pin are replaceable without removing the fly wheel. The cam operation and spring loading of the clutch finger assures complete disengagement of the clutch providing exceptional safety for the operator. It also prevents clicking and unnecessary wear on clutch parts.



Wysong Press

Another feature is the 12 inch die space. This measurement from bed to slide is taken with stroke down and adjustment up.

Construction is made from hi-tensile castings made in the Wysong foundry.

Steam Cleaning Compound

Magnus Chemical Company, Garwood, N. J.—A new type of steam cleaning compound which will greatly improve the cleaning operation wherever steam or vapor cleaning is carried on, according to the manufacturer.

Magnus 72 is said to be unique in that it contains no alkaline salts. This is of the utmost importance, because it removes a serious hazard common to all steam cleaning compounds containing alkaline materials—the conductivity of their solutions and their residues. When used for cleaning any equipment where electrical circuits were involved, these older types of cleaners were a constant source of short-circuiting troubles. Magnus 72 completely eliminates this hazard, since it is non-conducting.

This new compound also claims many other advantages. It is neutral in reaction . . . it will not dull or streak any good paint. Painted surfaces cleaned with Magnus 72 are left bright and glossy. It is non-corrosive for the same reason. Aluminum and other soft metals which are attacked by alkaline salts are untouched by Magnus 72. It is safe for operators, with no hazards of skin contact. It generates no objectionable fumes and can be used indoors where ordinary steam cleaners cannot be employed.

One of the most interesting features of this new cleaner is the fact that it cannot clog your steam cleaning equipment. In fact it tends to protect interior unpainted surfaces against rust and corrosion. This is due to its unsapoulfied oil content, which works to prevent rust formation on unprotected metal surfaces.

Suspended Furnace

Delta Heating Corp., Trenton, N. J.—Suspended or special application oil-fired warm air furnace in two sizes. The most common usage is to suspend this furnace from a ceiling to heat commercial buildings by direct air blast or attached to a duct pipe.

Only 20 inches in height, this furnace can also be installed in partly excavated or low-ceilinged basements.

Light Weight Drills

Ingersoll-Rand, Dept. P.T., 11 Broadway, New York, N. Y.—A series of small, light weight, portable air drills. Features of the drills are: one piece housing provides a compact, balance, short and light weight drill; a powerful re-designed five-vane air motor to provide a constant flow of power; built-in automatic lubricator; an advancement in throttle valve design eliminates air leakage; a specially designed muffler minimizes exhaust noise, and an adjustable exhaust deflector permits the operator to direct exhaust air in any direction; and palm-fitting handles for operator comfort.

Known as the "OA" and the "OB" multi-vane drills, the tools are available in different speeds for work up to ¼ inch capacity.

Portable Drill

Cummins Portable Tools, division of Cummins—Chicago Corp., 4740 N. Ravenswood Ave., Chicago 40, Ill.—Model 115 drill with a ⅜ inch chuck, and a swivel bail side handle for two-handed operation.

This two-handed drill has a ⅜ inch capacity geared chuck as standard equipment. The drill weighs only a little over 4 pounds. Its recommended capacity is ⅜ inch in metal and ¾ inch in hardwood.

Fluorescent Aid

Edison Electrical Co., 355 Weybossett St., Providence 3, R. I.—An improved "Lok-Gyde" for fluorescent lamps cuts maintenance cost and prevents lamps from falling. The device is said to perform two functions: it channels the terminal pins into the sockets in relamping, making lamp replacement a one-hand job, and then locks the lamp in the sockets.

The unit is said to reduce the time required for lamp replacement, to minimize the hazard of relamping, especially if done from a ladder, and guards against the danger of lamps falling when dislodged by vibration or other causes.

The attachment is slipped over any standard 15 to 40 watt fluorescent socket—no tools required—and becomes a permanent part of the fixture. Operation of the lamp or fixture is not affected in any way, according to the manufacturer.

5-Ton Punch Press

Kenco Mfg. Co., 5211 Angheim-Telegraph Road, Los Angeles 22, Cal.—Two new 5-ton power presses, the Kenco standard 5-ton, variable speed, and the Kenco 4-in-1, 5-ton variable speed, with ramspeeds suitable for deep drawing, piercing and blanking operations.

A massive 18-inch diameter 110-pound fly wheel, supplies the momentum needed for the slow speed operation, while ramspeeds can be varied from 95 to 280 strokes per minute by adjusting the ¾ inch to 2½ inch diameter of the variable speed motor pulley.

Thoroughly shock tested and rated for 5-ton capacity, these new presses will do work which normally required more expensive back gear presses, or larger capacity presses which have the necessary slow ramspeeds.

Punch Press Guard

Tech-N-Kal Machine and Engineering, 12925 Auburn Ave., Detroit 23, Mich.—Punch press guard, model No. AE-60 particularly designed for direct clutch presses having not more than 60 pounds pull and 2 inches of up and down movement on the clutch tripping rod.

This model is also adaptable to spot welders, breaks and shears. The unit is electric-pneumatic operated. Present foot treadle is replaced by an air-clutch operator; a set of electric start buttons for each operator is installed in a convenient place on the press, and buttons are located far enough apart so that operator must use one hand on each button.

Only by simultaneously pushing both buttons is the circuit completed then the air-clutch operator engages the clutch allowing the ram to make one complete revolution in the same manner as when tripped by the foot treadle.

Wheel Dresser

Last Word Sales Co., 18500 Mt. Elliott Ave., Detroit, Mich.—The Last Word Wheel Dresser, a compact, rugged and precision built unit which when mounted on a magnetic chuck can accurately dress any radius, concave or convex, with angles tangent to radius. It likewise can be used for plain radius or angle dressing, or any combination.

Set up of the diamond head is said to be rapid and simple. Angle stops are incorporated for accurate control of relationship of radius and tangent.

This dresser does not require center mounted diamonds and it permits dressing below the wheel for use of guards and dust collector.

Shock Resisting Rope

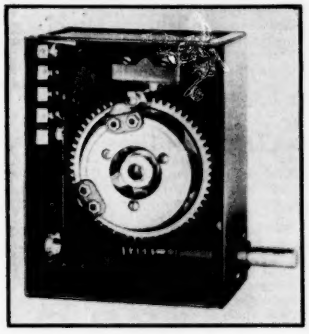
South-Eastern Cordage, N. B. C. Building, Cleveland 14, Ohio—A new, shock resistant—"Se-Lectric" manila rope. This safety rope "fights off water" and possesses remarkable non-conductivity factors making it one of the safest ropes obtainable.

This rope is scientifically planned for the protection of linemen, maintenance and other workers who face electrical hazards. It is claimed that its added safety factors make it ideal for many other uses in home, farm, factory, marine and in construction, both indoors and outdoors.

NEW PRODUCTS

Rotating Limit Switch

The Crane Electric Company, 1437 W. Lake St., Chicago 7, Ill.—R-1000-A model, a new rotating limit switch designed to control the travel of any rotating device requiring interruption or establishment of electrical current after a predetermined number of revolutions. It's useful for machinery, lifts, automatic door operators, and other power equipment.



Crane Model R-1000-A

The switch is presented in a finished case, 16 gauge, reinforced, with walls of sufficient strength to hold the entire mechanism and all the parts in accurate alignment. The optional location of the driving shaft makes it possible for its placement on either the right or left side, by simply changing the position of the worm shaft assembly.

The worm gear combination has a 60-1 ration, sufficient for most industrial uses. The number of revolutions can still be increased by using various combinations of driving sprockets, either on the shaft of the switch, or on the sprocket of the unit controlled by the switch itself. The adjustment of the limit cams is simple. Both can be reached easily without difficulty, as they are located right in front. The need for extra fine adjustment systems is eliminated, since the location of the cam can be such that the switch will instantly cut-off at the exact desired moment, with practically no over-travel. The cams are shaped to follow exactly the contour of the roller of the limit switches.

Rust Preventative Paint

United Laboratories, Inc., Cleveland, Ohio—An improved formula for its certified rust inhibitor No. 425. The outstanding features claimed for this new rust preventative paint are that it will dry in ten minutes under normal drying conditions and one coat provides excellent hiding of the old metal surface. This latter feature will reduce painting costs by as much as 50% according to the manufacturer. The new formula is designated FD-425, and it will withstand temperatures from minus 100 degrees F to plus 250 degrees F, and is said to be exceptionally resistant to salt air and fumes.

It may be applied over damp surfaces either exterior or interior, galvanized metal and new or rusted metal surfaces of all kinds.

Stacked Retaining Rings

Industrial Retaining Ring Co., 8 W. Sidney Ave., Mt. Vernon, N. Y.—One-at-a-time dispensing and application are featured in stacked open type retaining rings that sharply reduce normal assembling time. According to the manufacturer the new ring stacks cut to a fraction the time and motions ordinarily involved in selecting, untangling and applying unstacked retaining rings. Loss of rings through handling is said to be completely eliminated.

A specially designed base holds the ring stack erect. The retaining rings, then, are readily dispensed and applied with one hand and with one continuous motion, using the industrial application tool.

The retaining rings are designed to support heavy thrust loads, and to withstand vibrations without displacement.

Synthetic Chemical

Monsanto Chemical Company, St. Louis 4, Mo.—Krillium, a new synthetic organic chemical which is said to be 100 to 1,000 times more effective in improving soil structure than compost, manures or peat moss.

Krillium is a synthetic polyelectrolyte. It is a chemical soil conditioner. It is not a fertilizer. It is expected that it will have wide application as a soil conditioner in gardens, on farms and in greenhouses. It is highly resistant to bacterial decomposition. It is also said to be an effective and economical agent in control of rain erosion problems created by major earth-moving construction projects, including highway and railway construction, housing projects and construction and maintenance of military installations. It shows promise in control of spot erosion problems in productive agricultural areas.

Polyethylene Tank Liners

American Agile Corp., Maple Heights, Ohio—Completely welded polyethylene tank liners of removable and stationary type.

Liners of all sizes and shapes with wall thicknesses up to 1" are fabricated entirely of polyethylene to customer specifications.

Tank liners can be furnished with drains and overflows, including polyethylene pipe flanges, fittings and valves, permitting direct connections to other existing pipe lines and installations.

Versatile Pallet Trucks

Yale and Towne Manufacturing Co., Philadelphia Division, 11,000 Roosevelt Blvd., Philadelphia 15, Pa.—Hand lift pallet trucks with a dual-purpose superstructure that enables them to handle 7 and 12 inch skids as well as single or double faced pallets.

This truck should find application in those plants and business establishments where there is not sufficient volume of either skids or pallets to keep a specialized truck for each busy or where flexibility is desired because of varying loads.

The truck is available in either mechanical or hydraulic lifts. Platform trucks can be similarly equipped so that they can handle several sizes of skids.

Scale for Export-Import

Hydroway Scales, Inc., 20624 West Eight Mile Rd., Detroit 19, Mich.—"Hydroscale," the hydraulic crane scale, is now available with new type dial that indicates weights in both kilograms and pounds simultaneously.

Faster and more accurate weighing of materials and products for export and import is made possible by the new device, according to the manufacturer.

The standard, proven Hydroscale hydraulic mechanism is employed. Tare adjustments for net load indication and optional tilt face dial for high level reading, as well as other features of the standard models are provided.

Gang Channel

Kaynar Manufacturing Co., Inc., Engineering Dept. D-43, 820 E. 16th St., Los Angeles, Calif.—Multiple lock-nut fastener, called Kaylock Gang Channel. This product is said to be of such small, compact design as to make its application interchangeable with the standard type of anchor nut.

Made of 24 ST Alclad aluminum alloy to Army and Navy Air Force specifications, the channel portion features a double-vertical wall, providing high "push out" resistance, plus maximum rigidity, thereby requiring less riviting for attachment.

Made presently in sizes ranging from 8-32 through $\frac{1}{4}$-28 size, this product is obtainable in either regular hole spacing or to any special pattern hole.

Fuel System Analyzer

Choldun Mfg. Co., New Haven, Conn.—A fuel system analyzer that can accurately check the complete fuel system and mileage of internal combustion engines. According to the manufacturer, the unit can test the following: fuel pump flow and pressure, mileage, leaky or plugged gas lines, carburetor needle, fuel level and fuel pump diaphragm.

Metal Forming Machine

Kilham Engineering, Inc., Plainville, Mass.—Bendit metal forming machine which forms simple and complex shapes from sheet, strip and rod stock and small tubing.

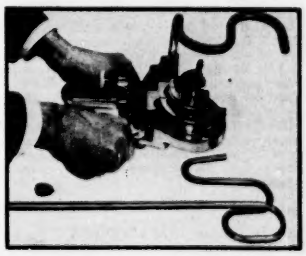
Its bending capacity of 16" wide, 18 gauge mild steel, or equivalent. According to the manufacturer the machine forms any radius from 1/32 to $\frac{5}{8}$" and will makes boxes up to 15 x 15 x 5".

It is said that low ductile materials and plated or painted metals can be handled without fracture or injury to surface where radius is sufficient to avoid cracking of paint.

Interchangeable bending blades of soft steel are supplied for cutting to size required by job.

Bending Tool

Tal Bender, Inc., Milwaukee 2, Wis.—A new item to the line of bending equipment. It is a tool for making offsets and bends up to 180 degrees in $\frac{3}{8}$ inch or $\frac{1}{2}$ inch and $\frac{5}{8}$ inch O.D., K and L copper tubing, brass,



"3 in One" Bender

bundy weld, steel and other light gage tubing.

Made from a strong lightweight metal, this hand tool is said to be fast and simple to operate, and no vise or fixtures are required. As all three sizes are combined in one tool it is called the "3 in One" (Model No. 1290).

NEW PRODUCTS

(*Continued from page 45*)

Portable Cart

Natkin and Co., Saint Louis, Mo.—"Scotty" cart, shipped completely assembled and ready for use, this cart is said to save time wherever portability of parts or tools is desired.

This cart, sturdily built with a completely welded frame, contains shelves which have a one inch retaining lip on all four sides which prevents small parts or tools from

"Scotty" Cart

rolling off. It has a smooth acting roomy drawer and legs that are punched to accommodate one or two additional shelves. It also comes equipped with three inch rubber tired casters.

Constant Torque Locknut

E. A. Besson Corp., 120 Margin St., Salem, Mass.—Con-Torff constant torque locknut is heat treated to spring temper. When applied to bolt or screw nut, withstands vibration, moisture, extremes of heat and cold and other conditions which tend to shake fasteners loose, according to the manufacturer.

Of one piece construction, it does not damage threads and is applied with a wrench no longer than the nut itself. Original locking grip is said to be retained after countless removals.

Power Plane Attachment

International Twist Drill Corp., 624 Wyandotte St., Kansas City 6, Mo.—Attachment that converts a ¼" portable electric drill into a power plane to take up to 2" wide cuts to any depth from zero to ¼".

The tool is said to be suitable for ripping operations also, with 1¼" maximum depth of cut.

Smooth finish work is performed with straight fluted blade, while most cutting, ripping and planing operations are performed with husky special blade.

Waste Receptacle

Sydell Mfg. Co., Inc., 429 S. Tryon St., Charlotte, N. C.—A waste receptacle designed for attaching to trees, posts or walls. Major advantage claimed for the unit is the fact it can be emptied from the bottom. Due to its construction, the user does not have to dig down into the can to get out the waste.

This hanging type receptacle is 31½" high, 16½" long and 12" wide. Made of 20-gauge steel, its finish is of synthetic baked enamel which is applied over rust inhibiting primer.

Oiler

Boyle-Midway, Inc., 22 E. 40th St., New York, N. Y.—A spout tube made for "3-in-one" oil and designed for reaching hard to get at spots that need oiling in an automobile, or various places around the shop.

The new tube package for this shop oil is described as being specially useful for oiling hinges, handles and locks on car doors and trucks.

Surface Thermometer

Pacific Transducer Co., 11921 P. Pico Blvd., Los Angeles 64, Cal.—Model 310 surface temperature thermometer, with range from zero to 300 degrees F, calibrated in 5 degree increments, may be affixed to any flat surface by a small amount of non-melting silicone grease. It can be used for measuring outside temperature of pipes, plastic dies and rubber molds, external temperatures for wall leakage of refrigerators, cold chambers and freezers, temperatures of journals and other bearings, electric motors, cylinder blocks, and for determining wall, ceiling and floor surface heating.

Storage Tank Heater

Rempe Co., 362 N. Sacramento Blvd., Chicago 12, Ill.—Hot Spot Bulk Storage Tank Preheater, consisting of steel shell and coil assembly, is usable with 14½" manhole covers.

Unit rests on bottom of tank and suction pipe and inlet and outlet pipes for steam or hot water extend through manhole cover.

Proper length inlet and outlet pipes to fit any size tank are available.

Respirator

Mine Safety Appliances Co., 220 N. Braddock Ave., Pittsburgh 8, Pa.—Comfo Ultra-Filter respirator, designed for use by workmen exposed to oxides of beryllium, radioactive dusts and other process hazards.

The respirator is said to have a filter efficiency of 99.99 per cent against particles 3/10 micron in size.

This filter, for example, removes tobacco smoke from air. The filter material of asbestos fibres, assembled in metal bound layers, has large surface area with low resistance to breathing. The face piece is said to afford quick gas-tight fit regardless of facial shape or size.

Atomizing Nozzle

Spraying Systems Co., 3211 Randolph St., Belwood, Ill.—Pneumatic atomizing nozzle, designed for applications where space is limited and where nozzle must be mounted in projected position in relation to the part being sprayed.

When used for portable operation, two parallel pipes projecting from the back can be used as a handle. Nozzles are made of brass or stainless steel for use with all standard spraying systems. Various spray types, size and volume are available.

Cutting Tools

Composite Die Supply Co., Department N, 1421 wood Ave., Detroit 4, Mich.—Portable electric contour cutting hand shaper whose function is contour cutting and shaping of wood, plywood, plastic, masonite, paper and fabric, as well as light cutting of non-ferrous metals and alloys.

According to the manufacturer the tool is easily held and guided to follow concave and convex curves, and at the same time it is moved up or down to cut in two directions.

It is furnished with one cutting head, two high-speed adjustable cutting blades, a motor, extension cord, screw driver, blade and head wrenches. All parts are interchangeable.

Ratchet Screw Driver

Kipton Industries, Kipton, Ohio.—A screw driver that features a so-called palm grip ratchet, the 6" steel plate unit has a tenite plastic handle.

The scalloped edge steel grip is designed to fit into the palm of the users hand. A special lever on its underside holds the ratchet stationary, or sets in for turning to the right or left.

Another advantage, according to the makers, is the fact that when the ratchet is no longer needed, the user can pull it from the handle end.

Power Supply Unit

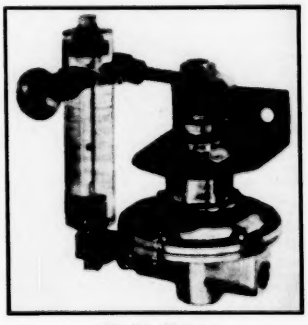
North American Philips Co., Electronics Division, 750 S. Fulton Ave., Mt. Vernon, New York.—A new Norelco low-cost regulated high voltage d.c. power supply unit, for use with cathode ray and geiger counter tubes.

This miniaturized unit is light in weight, operates at temperatures from minus 30 degrees C to 80 degrees C, and can be adapted for many applications, particularly air borne and radar equipment.

Purge Meter

Brooks Rotameter Company, Box 432, Dept. FF, Lansdale, Pa. — Mite Purge Meter coupled with a Conoflow H-11 constant differential relay is designed to maintain a constant pre-determined flow rate regardless of variations in either the upstream or downstream pressure.

Feature of this assembly is the Brooks Mite Purge Meter which is bored from a

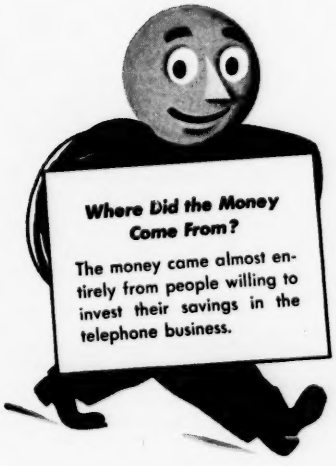


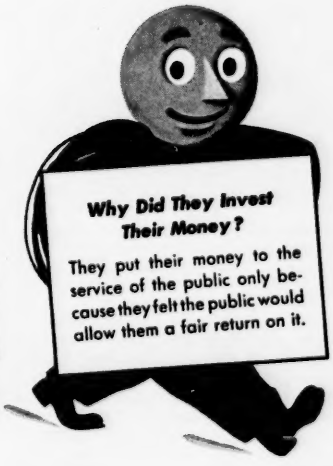
Brooks Meter

block of acrylic plastic eliminating troublesome packings and glass parts.

Available in four tube sizes this assembly has a range of 0.01 to 54 gallons per hour of water and 0.2 to 216 cubic feet per hour of air.

$4,000,000
Added Every Day to
Serve the Nation
The Bell System has made an average additional investment of $4,000,000 every working day in the last six years to expand and improve telephone service.


Where Did the Money Come From?
The money came almost entirely from people willing to invest their savings in the telephone business.


Why Did They Invest Their Money?
They put their money to the service of the public only because they felt the public would allow them a fair return on it.

How Can Continuing Demands Be Met?
With a fair profit the telephone company can hold and attract people's savings for investment in the business.

BELL TELEPHONE SYSTEM

1951 Awards

(Continued from page 35)

ure predicted for 1952 will be new construction.

Even though the 1951 volumes surpasses previous years, the contractors' agency declares, "it is obvious that the accomplishment of a substantially higher total under the increasing pressures for many civilian projects was held back principally by lack of industrial capacity to produce enough of the critical materials to meet both the mounting defense program requirements and essential civilian needs.

New peaks were registered in construction of private industrial, school, hospital, religious, pipeline, electric light and power and state and local sewage disposal and water supply facilities. Declines were noted in the residential, commercial, highway and conservation and development construction for the country.

Construction of military, naval and atomic energy facilities, although not reaching previous heights, the general contractors said, increased about four hundred per cent from 1950.

The year "saw a gradually diminishing supply of critical construction materials for civilian projects, as they were siphoned off by growing defense requirements and foreign programs.

Government restriction and allotments under the controlled materials plan cut back many civilian projects during the last half of the year, projecting some into 1952 and possibly farther into the future. Structural steel appeared to be the principal limiting factor for construction in 1951.

While private new construction paralleled the record 1950 level of almost $21,000,000,000, declines in several categories were bolstered only by an unprecedented increase in industrial expansion.

Publicly financed new construction, on the other hand, paced by military, naval and atomic energy projects, surged ahead of 1950 by $2,000,000,000 to more than $9,000,000,000—a total surpassed only in the peak war year of 1942.

Sharp difficulties for construction other than that supporting defense is expected to be felt during the first half of 1952. As a result, public construction is seen expanding another fifteen per cent, while privately-financed construction declines.

Another peak year of fabricated structural steel production is anticipated by that industry in 1952. This should ease the supply of this presently critical material in the latter half of the year to the extent that an upswing in building construction will be limited principally by the shortage of copper.

The outlook by types of construction is forecast as follows:

Military, naval and atomic energy construction—expected to double to more than $4,000,000,000;

Private industrial—now in full swing under the impetus of the defense program, should continue slightly upwards from its 1951 total of $2,000,000,000 to another all-time peak;

Public utilities—expected by mobilization officials to drop slightly from the $4,600,000,000 in 1951, with increases, maybe, in electric light and power construction, but pipelines remaining almost level at slightly over $1,000,000,000;

Decreases are forecast by mobilization officials of more than fifty per cent from the 1951 levels of $1,300,000,000 for commercial construction and $430,000,000 for religious construction.

Declines are also predicted—of from fifteen to twenty per cent—from the 1951 countrywide totals of almost $1,000,000,000 for hospitals, $11,400,000,000 for housing, $1,800,000,000 for schools, $2,200,000,000 for highways, $865,000,000 for reclamation and flood control and $1,300,000,000 for farm construction.

Building construction of various types, as well as highway bridges and structures, after experiencing difficulties in the first six months, could recover with the anticipated easing of structural steel situation in the latter part of the year.

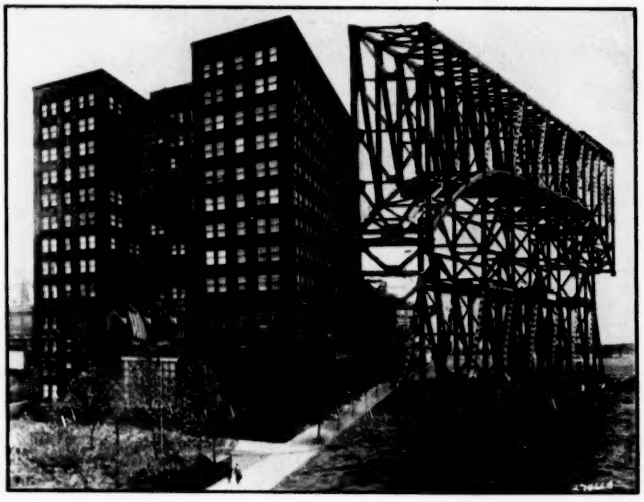
On the steel situation, the American Iron and Steel Institute, reports that about 105,000,000 tons were produced in 1951, the first year in which the industry here exceeded 100,000,000 tons.

The vast production, equal to almost one-third of the tonnage made in this country during recent war years, was several times the amount needed for the defense mobilization program. Most of the output was for uses normally regarded as part of the civilian economy, the Institute stated.

Producing one billion tons since 1940, the steel industry has not reached its peak. Annual steel capacity is rising toward an expected 120,000,000 tons sometime in 1953. Capacity at the start of 1952 is set at about 107,000,000 tons.

In the first half of 1952 the steel industry expansion and improvement will

13 Story Span for Chesapeake Bay Bridge



In erecting the superstructure of the Chesapeake Bay Bridge, Bethlehem Steel Company is floating some spans almost as high as its 13-story general office building, as the accompanying composite photograph indicates. The top of the highest deck cantilever anchor span to be floated is 172 feet above the water, while the building at Bethlehem, Pa., is 180 feet high. The span is 480 feet long and the office building with the new addition is 500 feet long. Weighing 958 tons, this span is supported on 822 tons of falsework. The four barges carrying this load weigh 854 tons with their equipment, bringing the weight of the entire floating assembly to 2634 tons. The stiffleg derrick travelers working on a completed portion of the bridge erect the steel members on steel piling alongside the bridge. The completed assembly is then picked up by the four barges and floated to its place in the four-mile-long bridge, which is located a short distance north of Annapolis, Md. Some of the high anchor spans are being floated this winter. Sixteen truss spans have already been floated, with five more to follow. Seven girder spans each 200 feet long have also been floated into place. The bridge, first across Chesapeake Bay, will connect Sandy Point on the mainland with Kent Island on the Delaware-Maryland-Virginia peninsula. After its completion, scheduled in the fall of 1952, it will afford motorists a fast route south. City traffic of Baltimore, Washington and Richmond can be avoided by using it and two other bridges.

raise the total annual capacity more than 650,000,000 tons, followed by an increase of more than 4,000,000 tons in the last half and over 2,000,000 tons in 1953, according to present schedules.

On the subject of costs, the Austin Company said that the year-end level held to the same index figure as that prevailing in the first quarter of 1951. Sharp increases in basic wage rates and upsets in regional labor markets may be serious threats to the current stability.

Concern about wage increases has already been reflected in the growing number of requests by manufacturers and suppliers for escalation clauses, usually with limits of 10 to 15 per cent, says George A. Brvant, the Austin company president.

He also points out that six- and seven-day schedules introduced on some very large government projects have already driven other contractors within a 200-mile range to overtime, solely because it offered the only means of attracting the required number of men in certain skilled trades.

Koppers Plans Expansion In Chemical Field in 1952

Koppers Company, Inc., plans to "vigorously pursue" its expansion in the chemical field in which it has made rapid progress in recent years, General Brehon Somervell, Chairman and President said in a year-end statement.

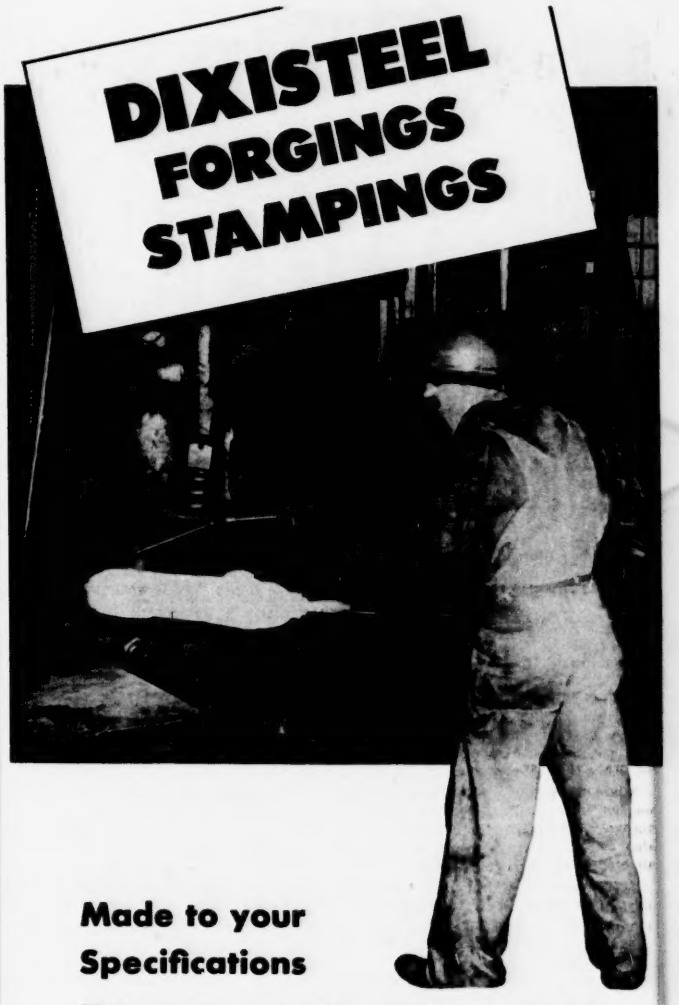
While pointing out that continued improvement and development will be carried on in all of the six company Divisions, the Koppers President asserted that development of chemical producing facilities will be given particular attention as it was in the past year.

"A sixth plant of our Chemical Division will go into operation during 1952, while our five present plants are being expanded to produce, in some cases, 50 per cent greater volume," General Somervell said. "The new plant—now under construction at Port Arthur, Texas—will produce ethylbenzene, used in making synthetic rubber and plastics. The site we have purchased at Port Arthur is large enough to allow construction of future additional plants for production of petro-chemical products."

Year 1951 Favorable for Koppers

General Somervell reported that 1951 was a favorable year for Koppers with sales reaching an all-time high and profits continuing good despite higher taxes. For 1952, he said, Koppers has a backlog of orders in excess of $200,000,000.

"Uncertainty as to the future as we enter 1952 probably is no greater or no less than when we entered 1951," he continued. "We believe that sound thinking and hard work will continue to produce good results and that Koppers, with new plants going into operation, with new products to introduce, and with a more unified organization is well prepared to achieve these good results."



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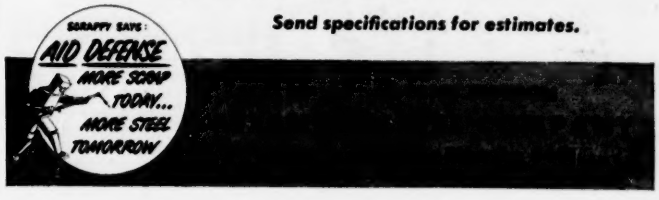
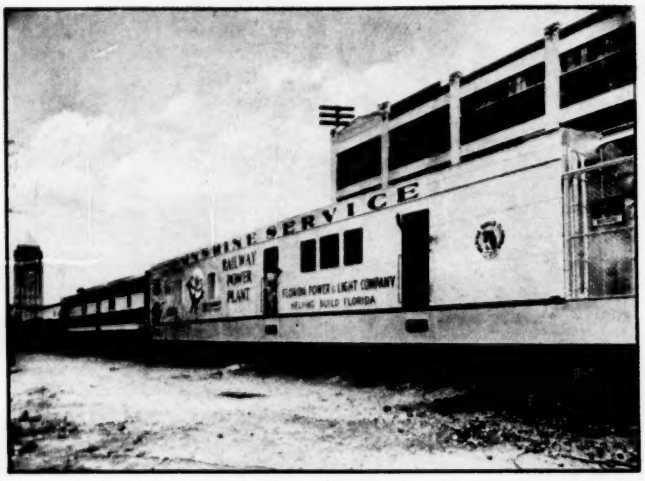


Rolling Generating Plant



FP&L Has Generating Plant Mounted On Flatcar

Florida's newest and most unique generating plant, mounted on a railroad flatcar, was christened and started on its first assignment by Florida Power & Light Company recently. It is one of two such plants designed by Florida Power & Light engineers for emergency and seasonal use wherever needed on its state-wide system.

Augmenting the utility's fleet of nine smaller generating units mounted on highway trailers, the railway plants can also be quickly moved into an area as an emergency source of power.

Designed for continuous operation if necessary, they will normally supplement power supply facilities wherever they can be used to best advantage on the Company's system.

Mounted on special 74-foot flatcars, the railway plants are nearly twice as long as the standard 40-foot boxcar. Each contains a 1000-horsepower Diesel engine and a 700-kilowatt generator.

They are completely self-contained, including transformers, switchboards, fuel tanks and even living quarters for the plant crew.

The silver sides of the car depict FP&L's familiar Reddy Kilowatt figure with the lightning-stroke arms and electric lamp nose as saying, "I'm Reddy!".

New 1952 Directory Of Federal Purchasing Offices

A new 1952 Directory of Federal Purchasing Agents is announced by The Statesman Press, National Press Building, Washington 4, D. C. The new directory, revised and enlarged to mid-December, includes all the emergency agencies, and takes account of all consolidated purchasing and contracting arrangements in the military services since the Korean outbreak. The first edition of the federal purchasing directory, for 1950, filled a long-felt want among business people who do not maintain direct sales offices in Washington. Every revision of the work has found an enlarged audience. The directory indexes more than 6,000 items regularly purchased by the various departments and agencies.

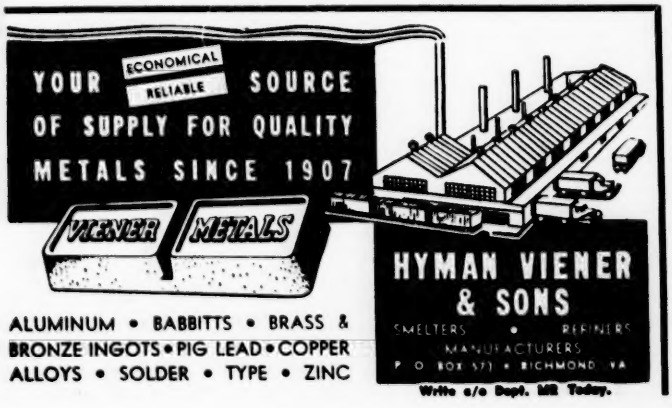
Federal purchases currently are running at the rate of about $48-billions a year. Most of this buying is actually done, not in Washington as might be expected, but in regional purchasing offices and procurement depots from coast to coast. The new edition for 1952 segregates the military and civilian purchasing agencies, and includes a list of all the district offices of the Commerce Department, which receive daily lists of all federal bids called, plus weekly summaries of government contract awards, other than construction. With this directory, the sales manager is enabled to locate every federal department which normally uses his product. The Directory sells for $3, postpaid. It is not offered through the book trade.

St. Louis' Industrial Growth Tops $314 Million

(*Continued from page* 41)

The impact of the new industrial development St. Louisans are experiencing is working a gradual but certain metamorphosis of this colony of some 100 communities known as Metropolitan St. Louis. The colony is becoming larger both in numbers and in area. They now have urban, suburban and outer suburban industrial areas. The latter classification applies to cities such as Festus and Crystal City, Union, Washington, St. Charles, Desloge, Potosi, and Bonne Terre. During World War II, the Weldon Spring Ordnance plant had employees who traveled from such widely separated cities as Herculaneum and Wentzville, as well as many from St. Louis itself.

Now a colossal industrial enterprise is to be developed at Weldon Spring on the outer rim of what is now the official St. Louis Industrial Area. Its workers will come from a wide area around it, and many will settle in housing near it. This and other consequences of industrial growth require an examination of the ties which bind this colony of communities together. These consist of transportation arteries to make access to the central city quick and convenient, water supply and sewage, utility services and, most important of all, a cordial and cooperative attitude toward both the existing industries and those who are considering the desirability of joining the St. Louis industrial community.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Regional Surveys of Purchases Conducted by Du Pont

Economic surveys of less than one-third of Du Pont's 71 plants showed these manufacturing operations put at least $245,000,000 into circulation in their six states through purchases and payrolls during 1950, the company reported recently.

The study covered certain purchases of materials and services by 23 Du Pont plants in New Jersey, Kentucky, West Virginia, Virginia, Tennessee, and South Carolina from businesses in those states. Excluded were extensive construction buying and payrolls, purchases by the plants from companies outside their home or adjacent states, and buying by other company plants in the states surveyed.

The 23 plants employ about 40,000 men and women.

The money-in-circulation figure was composed of $94,000,000 in purchases and $151,000,000 in total payrolls. The survey was conducted by regions to bring into focus the local economic significance of Du Pont manufacturing operations in various parts of the country. The breakdown by regions was:

New Jersey, where Du Pont has more plants than in any other state—$43,000,000 in materials and services bought in the state; $68,000,000 total payroll.

Kentucky, Virginia, and West Virginia—$44,000,000 in purchases in the three states; $60,000,000 total payroll.

Tennessee and South Carolina—$7,000,000 in purchases in the two states; $23,000,000 total payroll.

Du Pont operates 71 plants in 25 states and 38 research and development laboratories in 9 states. To keep them all running during 1950, as well as various administrative and sales offices, the company paid or set aside $466,000,000 for materials, services and miscellaneous items and $323,000,000 for wages, salaries, and employee benefits.

Dow Acquires Virginia Site For New Plastics Plant

The Dow Chemical Company announced recently that it had acquired a 600-acre tract of land near Williamsburg, Virginia, as a possible future plant site.

Options on the property, which fronts on the James River seven miles southeast of Williamsburg, were taken up Monday, Dec. 17, by the Austin Company of Cleveland which does most of Dow's construction work and negotiated the purchase for Dow.

Dow officials said the company did not expect to make immediate use of the site but expected eventually to build a plastics plant there. Dow is one of the nation's largest manufacturers of plastic materials. The river front location, they said, would permit delivery of raw materials by boat from Dow's Texas Division at Freeport.

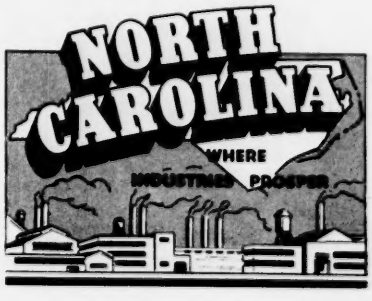
CHEROKEE HANDICRAFT

. . . in North Carolina illustrates the industrial advantages of Accessible Isolation. Here is ample room for Indian hand industry that delights tourists in a Variety Vacationland that, like the Tar Heel State's growing and diversified industry, is close to major markets, but away from congestion.

Room to live and room to play—and room for your plant to grow—are important factors in the industrial prosperity of the South's leading industrial state.

"GOLF STATE U. S. A."—a pleasure guide for busy executives is yours for the asking.

Ask PAUL KELLY, *Room M-4, Department of Conservation & Development, Raleigh, N. C., about sites and facilities suitable for your industry in North Carolina.*



Bituminous Coal—Year-End Review

The bituminous coal industry produced about 535 million tons of coal in 1951. This amount was more than 20 million tons above the 1950 figure, and almost 100 million tons more than the 437 million-ton output of 1949.

Domestic consumption of bituminous coal amounted to 465 million tons, which was an advance of 11 million tons over 1950. Among the major markets, the steel and electric power industries each consumed in excess of 100 million tons. The steel industry used 113 million tons, a new high and a gain of 12 per cent over 1950. The electric utilities used 102 million tons in 1951, as compared with 88 million tons in 1950.

Both these markets will require considerably more coal in 1952. Steel's production goal has been raised from 105 to around 118 million tons, which if obtained, will require 15 million tons more coal for steel than in 1951.

The electric power output is steadily rising, and coal's share of total electric power generation is tending to increase. These two factors foreshadow a substantial increase in the coal tonnage which electric utilities will require in 1952.

Industries other than steel and electric utilities consumed 115 million tons of bituminous coal in 1951. In addition, Class I railroads took 55 million tons. Coal passing through the hands of retail dealers accounted for the remaining 80 million of the 465 million tons consumed in the United States in 1951. Some of the retail dealer tonnage went to small commercial and industrial plants and other community services, but the major part went for home heating. The latest Census Bureau figures report 14 million dwelling units are heated with coal.

The export of U. S. coal to meet fuel deficiencies of Western Europe was an important factor in the 1951 coal picture. More than 37 million net tons of bituminous coal were exported to overseas destinations from January through December. Of this total, 32 million tons went to the Continent and the British Isles, as compared with less than a million tons in 1950. About 75 per cent of these shipments originated at the port of Hampton Roads, Virginia.

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Record Business Volume For Rust Engineering in 1951

Activities of The Rust Engineering Company during 1951 represented the highest volume of business in the 47-year history of the company, according to S. Murray Rust, Jr., president of Rust and subsidiary companies, of Pittsburgh, Pa., and Birmingham, Ala.

The record volume of construction projects, both completed and under contract, included work on a wide variety of industrial facilities for producing cement, lumber, catalyst, electric lamps, bricks, paper, felt, steel, and superphosphate.

In addition, projects for the service industries ranged from grocery warehouses, and facilities for handling and storage of iron ore, to plants for sewage and water treatment, including industrial waste treatment and disposal.

Rust, with its subsidiary companies, was also actively engaged on governmental projects concerned with the national defense—projects involving a metal reduction plant to be operated for the Atomic Energy Commission; the atomic energy naval reactor; the nation's largest jet engine test facility at Tullahoma, Tenn.; and perhaps the country's largest gas dynamics laboratory (for study of aerodynamic phenomena encountered in extremely high-speed flight) at the Langley Aeronautical Laboratory of the N. A. C. A.

A large part of this work was done in the South.

Chemicals—In the chemical field, Rust was made engineer-constructor of the new $10,000,000 phosphate chemicals plant being built at Bonnie, Fla., for International Minerals and Chemical Corporation. A subsidiary, the Rust Process Design Co., is also handling process design for the new plant in conjunction with International's engineers.

Work was continued on the major expansion program of American Viscose Corp. at Front Royal, Va., as well as facilities for doubling capacity of the Armour Fertilizer Works at Bartow, Fla.

Rust also began a $3,000,000 project for alterations and additions to the Bridgeville, Pa. chemical plant of American Cyanamid Co., and a $150,000 soap acidulation plant for whole tall oil production at Crossett, Ark., for Crossett Chemical Co.

With its subsidiary, the Rust Process Design Company, Rust began construction of a new catalyst plant at Weeks, La., for Bay Chemical Company, a division of Morton Salt Company.

The Rust Process Design Company also placed in operation a new tall oil deodorizing unit at the Covington, Va. tall oil plant of West Virginia Pulp and Paper Company.

Pulp and Paper—Work was carried forward on the major expansion project of Hollingsworth and Whitney Co., at Mobile, Ala.; Crossett Paper Mills at Crossett, Arkansas; and the West Virginia Pulp and Paper Company at Covington, Va.

The new 150-ton per day soda recovery plant was completed for the New York and Pennsylvania Co. at Johnsonburg, Pa.; and work was underway to double the daily capacity of Bird & Son's Shreveport, La., felt mill. The latter mill was completed by Rust early in 1950 and provisions were made during construction for this expansion.

Also underway was work on the $5,800,000 expansion project of the Halifax Paper Company at its Roanoke Rapids, N. C. plant.

Metallurgical Industry—Rust began a $1,225,000 project for Crucible Steel Co. of America at its Midland (Pa.) Works where it was installing two new boilers, razing six Rust boilers in use since 1905 to provide space for the new units. Plans were also underway for installation of a new high pressure boiler at Weirton, W. Va. for the Weirton Steel Company.

A $1,500,000 project was underway for Connors Steel Co., Division of H. K. Porter Co., Inc., at its Birmingham (Ala.) mill. The work involves engineering and installation of a new electric furnace, a billet heating furnace, and additional rolling facilities.

Houston's Port Tonnage For November Sets Record

November tonnage at the Port of Houston set a new single-month record and pushed the port's total commerce for the first 11 months of the year ahead of the full 12-month all-time record established in 1950.

Statistics released by the Houston Navigation District reveal that the port handled 4,047,675 tons in November, bringing to 41,117,562 tons the volume for the first 11 months of 1951. This increase likely will assure the port of its second-ranking position in the nation for the fourth consecutive year.

In 1950 the port handled 40,825,048 tons of cargo, including 38,107,967 the first 11 months. The total for the first 11 months of 1951 is 7.9 per cent ahead of the corresponding 1950 figure.

Though November is a 30-day month, it was the first month the port handled as much as 4,000,000 tons. This was 15.8 per cent greater than the 3,496,919 tons moving through the port in November, 1950.

November set another record, too, when 635 deep-sea vessels moved through the port, an all-time record for a month and 15.7 per cent more than the 549 in November, 1950.

Alcoa Names Van Horn Director of Research

Dr. Kent R. Van Horn, 46, one of the nation's leading research metallurgists and an authority on industrial X-ray, was named Aluminum Company of America's director of research January 1.

A veteran of 22 years with Alcoa, Dr. Van Horn will advance from the position of associate research director to succeed Dr. Francis C. Frary, who is retiring.

In his new job, Dr. Van Horn will be heading the aluminum industry's oldest and most extensive research organization. Its headquarters are at the Aluminum Research Laboratories, New Kensington, Pa. There are also three branches.

Widely known for his articles in technical publications, Dr. Van Horn is co-author of a textbook, "Practical Metallurgy," with Dr. George Sachs. Another Van Horn book, "Alloys of Iron and Aluminum," is scheduled for publication this year.

Dr. Van Horn, a member of 10 different technical and research societies, served in 1944 as the youngest president the American Society for Metals ever had.

Baltimore Paint Mfgr. Opens International Trade Mart Office

Bruning Brothers, Inc., nationally-known paint manufacturing firm of Baltimore, Md., has opened regional and export sales offices in International Trade Mart, New Orleans.

Arthur H. Mohrhusen, Bruning Brothers' vice president, said the New Orleans office is a preliminary step to the establishing of a paint manufacturing plant in the Gulf area.

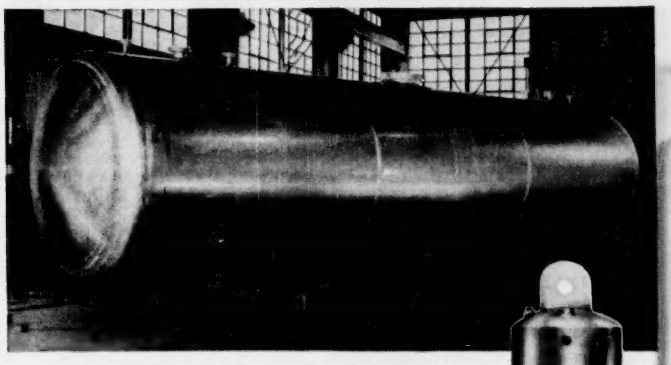
Mohrhusen said that the new office is expected to play an important role in Bruning Brothers' export activities in the Caribbean area.

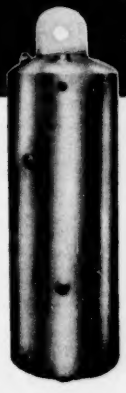
"Our firm intends to use our Mart sales office to service a large part of the Mississippi Valley, the Southwest and Gulf areas. It will also serve as the marketing center for our export operations in Latin-America and for our handling of the important marine trade," Mohrhusen said.

The decision to locate in New Orleans was made following thorough investigation by E. F. Bruning, president, Irvin A. Ebaugh, vice president, and A. H. Mohrhusen, vice president.

The Bruning Brothers' offices and showrooms have been set up in Unit 108 at the Mart.

To get more for the dollar you spend, give more for the dollar you earn.





CORROSION
Eating into Profits?

Above: 12,000 gallon storage tank for corrosive liquids, 96" dia., 34' 2" long, 13/16" shell, 1" ASME F & D Head. Right: Measuring tank for nitrogen solutions. Both manufactured from Alcoa Aluminum, for use in chemical and fertilizer industries.

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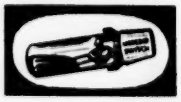

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Transplanted Wave Clip Firm Now A Leading Orlando Industry

One of Orlando's newest industries, the Mervin Wave Clip Co., Inc., is now in operation in its own plant at 511 Brookhaven Drive, Milton D. Blanck, manager of the Orlando Industrial Board, announced recently.

The company has completed the moving of its main offices and manufacturing plant from New York City to the recently purchased 17,000-square-foot building between North Orange and Mills Street.

Mervin Wave Clip will employ approximately 75 persons when in full production, with an annual payroll of about $200,000, according to Blanck.

Some 26 items are made by this company, which are sold in department stores, five-and-ten-cent stores and beauty salons in the United States and foreign countries in the Eastern and Western hemispheres.

Negotiations to bring the company to Orlando were begun by the local Industrial Board about two years ago. A building, meeting the needs of the firm, was located and acquired in February of last year. Their entire plant equipment was shipped to Orlando, which included the most complete, modern tool-making equipment in the Central Florida area.

The principal product of the company—an aluminum wave clip—was designed some 19 years ago by Mervin Wideman, President, and Morris Wideman, Secretary and Treasurer of the firm. This was considerably before the now popular home permanent sets were thought about.

The two brothers also developed a process for manufacturing their "find" at a cost which would place it within the salable range of beauty salons and ten-cent stores. They are proud of the fact that in two decades of rising costs, the firm has kept its nickel hair curler at the nickel price and credit it to development of equipment.

Since that time they have added to their line of wave clips, constantly improving the design and developing novel barrettes and other beauty accessories. The company early adopted a policy of producing only a quality product. They have managed to do this and still meet all competition by instituting a program for replacement of machine tools as required, and by taking advantage of the latest in tooling practices.

The tool room brought to Orlando by Wideman is already proving an asset in attracting other industry here, Blanck commented, since the firm can build tools, dies and other metal cutting instruments, needed by other manufacturers.

The modern tool room and production facilities of this company place them in a very advantageous position to obtain war defense contracts. Complete information has been placed in the hands of Procurement Offices and Prime Contractors who will, no doubt, in the very near future take advantage of these facilities and the engineering and production know-how of this company.

From almost the beginning of the negotiations, Blanck said, the brothers were sold on Orlando as an ideal location for their plant, and as a place to bring their families for permanent settlement. Mervin Wideman is now making plans to build a home on Lake Conway. Morris Wideman has bought a home on Terrace Boulevard. Each has two children in local schools. Their Sales Manager, Mike Simmons, expects to move down from New York shortly and establish his home in Orlando.

The products of this company are nationally advertised in all of the leading beauty supply trade magazines, and top national women's magazines with a total circulation of over twenty-seven million.

New Plants

(*Continued from page* 16)

& Cox, 411 Texarkana National Bank Bldg., Archts.

TYLER—Tyler Industrial Foundry, Glauber Manufacturing Co., plan manufacturing building, E. Laurel St.; cost approx. $178,600.

WESLACO—W. K. Holt Machinery Co., W. Harding Blvd., San Antonio, plans shop and showroom building, Highway 9; R. Newell Waters, Weslaco, Archt.

YOAKUM—E. A. Taormina, 336 N. 9th St., Donna, to build canning plant.

VIRGINIA

VIRGINIA — Esso Standard Oil Co. plans new $400,000 bulk storage plant in Warwood.

AMELIA — M. A. Tomlinson, Asst. Dir., Southern States Management Service, Southern States Cooperative, Inc., Richmond, propose warehouse addition.

NORFOLK — Regie Nationale Des Usines Renault, James C. Touchton, may establish auto production plant; other sites under consideration.

NORFOLK—Virginia Electric & Power Co. plans $40,000,000 expansion program.

RICHMOND — Carolina Coach Co., P. O. Box 1591, Raleigh, N. C., proposes bus terminal; H. Carl Messerschmidt, 1124 Mutual Bldg., Richmond, Archt.

RICHMOND — Cruickshanks Iron Works Co., Luneburg & Dineen Sts., plans office building, $25,660.

SALTVILLE — Mathieson Chemical Corp., Baltimore, Md., stockholders approved merger with Mathieson Hydrocarbon Chemical Corp.

WILLIAMSBURG — Dow Chemical Co., Texas Div., Freeport, Tex., acquired 600-acre tract for future plant.

WINCHESTER — H. J. Heinz Co., W. L. Hickey, Mgr., plans $125,000 expansion program.

WEST VIRGINIA

CHARLESTON—Atlantic Seaboard Corporation requests Power Commission approval for four new compressor stations.

INSTITUTE — Union Carbide & Carbon Corp. propose $11,000,000 coal hydro-generation plant.

MORGANTOWN — House Armed Services Committee approved lease of Morgantown Ordnance Works to Mathieson Chemical Corp., Baltimore, Md., who propose to expend $4,867,000 for rehabilitation.

PRESTON COUNTY—Cumberland & Allegheny Gas Co., sub. of Columbia Gas System, Inc., plans to acquire production property in Preston County for $4,000,000.

RED JACKET—Red Jacket Coal Corp. propose tipple washery and carbon coal processing plant, to cost $756,173.

SHARPLES — Boone County Coal Corp., William J. Clothier, Pres., plans renovation to tipple and equipment of an existing facility; cost approx. $200,000.

SOUTH CHARLESTON—Carbide & Carbon Chemicals Co., Division of Union Carbide & Carbon Corp., to construct additional facilities for producing a plasticizer for military and defense purposes.

SUMMERSVILLE—Peters Creek Coal Co., James D. Ireland, Pres., Farmers & Merchants Bank Bldg., planning a second super airflow cleaning unit; have $80,000 authorization.

Ryerson Buys Plants of Seattle Steel Co., Inland Empire Steel Co.

Effective December 17th, 1951, Joseph T. Ryerson & Son, Inc., well known steel distributor, acquired the stocks and warehouse facilities formerly owned by the Seattle Steel Company of Seattle, Washington and the Inland Empire Steel Company of Seattle and Spokane.

Although stocks have been unbalanced, the Seattle Steel Company carried a large tonnage of carbon, alloy and stainless steel in bars, structurals, plates, sheets and tubes; also brass, bronze, copper, aluminum and other products.

The Seattle Steel Company was founded in 1931 and was a leading warehouse distributor in the Northwest territory. Its associated warehouse in Spokane began operations in 1949.

Both Seattle Steel Company and Inland Empire Steel Company are now in process of dissolution and Clyde Summerville, principal stockholder, who had carried on for 21 years as president had found it necessary to lighten his load and turned to Ryerson—with its 13 steel service plants across the nation—as the logical company to take over the plants and steel stocks from the stockholders. Mr. Summerville, William Case, Seattle sales manager, Roy M. Bialkowski, manager at Spokane, and the whole Seattle Steel and Spokane organizations will continue on with the new owners.

The Seattle Steel Company occupied a space of about 75,000 square feet and normally carried a stock of about 7,500 tons of steel and other metals. This company also served the mining industry with drill rod, rock bits, and carried quite a complete line of special products including drills, reamers, files, tools and equipment.

The Inland Empire Steel Company was very active in the reinforcing bar and accessory business in Seattle, serving the construction industry. It also operated a warehousing business in Spokane, serving this market with carbon, alloy and stainless steel; also aluminum, copper and brass.

Charles L. Hardy, president of the Ryerson company, is very pleased with this acquisition which brings the group of Ryerson warehouse plants to 15 and extends Ryerson steel-service to the great Northwest.

President Hardy also said that his company would expect to add to the facilities and enlarge the stocks just as soon as it is possible to do so.

TCI Names Collins Asst. Supt. at Wire Works, Advances 3 Others

Robert C. Collins has been promoted from assistant to the superintendent at Fairfield Wire Works to assistant superintendent of that plant, it was announced recently by J. M. Spearman, vice-president in charge of operations for the Tennessee Coal, Iron and Railroad Company.

First employed by TCI as an industrial engineer in 1939, Mr. Collins worked in that capacity in various plants of the company for several years.

On military leave from the company during the years 1942 to 1946, he served with the U. S. Army, in the rank of captain. Returning to TCI in 1946, he served for a short time as industrial engineer at the Fairfield Steel Works before being appointed senior practice man at the steel plant. He became assistant to the superintendent at the wire plant in 1948.

It was also announced that Roy H. Ledbetter, widely-known pioneer steel man of the Birmingham district, is retiring after 45 years of service with the Tennessee Coal, Iron and Railroad Company.

His retirement became effective January 1.

Mr. Ledbetter, born in Anniston, Ala., was employed by the Tennessee Company in 1906, soon after his graduation from the University of Alabama. He began as a chemist at the historic Alice Furnace, site of Alabama's first commercial production of basic iron. By 1910, he was superintendent of Alice Furnace, and during the next few years he served as superintendent of such early TCI furnaces as those of Oxmoor, Robertstown and Ensley. In 1924, he became general superintendent of Ensley Works, and in 1932 was made general superintendent of the newer Fairfield Steel Works. He became manager of metallurgy, inspection and research, the position from which he retires, in 1935.

Succeeding Mr. Ledbetter, Mr. Spearman announced, is James R. Trimble, who steps up from the position of assistant manager of the department. Mr. Trimble's former position will be filled by R. H. Madden, Jr., previously assistant to the manager.

Also announced by Mr. Spearman was the appointment of Eugene P. Reed to the newly-created position of assistant to the manager of raw materials. Mr. Reed has been serving as assistant to the general superintendent of the Ore Mines and Quarries Division.

Mr. Trimble has been with the Tennessee Company since 1933, when he was employed as railroad service engineer. He had previously served as metallurgist with the Trumbull Steel Company, A. T. and S. F. Railroad Company and the University of Illinois.

Mr. Madden entered the service of the Tennessee Company in 1937, when he was employed as student engineer at Ensley Works. He spent one year in special training at Kearny Research Laboratory in Kearny, New Jersey and returned to TCI in 1940 as assistant pyrometrist at Ensley. After several subsequent promotions, he was transferred last year to the General Office as assistant to manager, metallurgy, inspection and research.

First employed by TCI in 1948, as special engineer at the ore mines and quarries, Mr. Reed has also worked as superintendent of the Muscoda Division. Before coming to the Birmingham district he was associated with such mining concerns as Wright-Hargreans Gold Mine, International Nickel Company and Frood-Strobie Mines.

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Write for details covering 4-cycle single-cylinder, 2-cylinder and V-type 4-cylinder models.

WISCONSIN MOTOR CORPORATION

WHO'S WHERE

J. Ralph Macon has been appointed Pennsylvania Salt Manufacturing Co.'s sales and service specialist in the ordnance field, it was announced by Joseph J. Duffy, Jr., Sales Manager of the Foscoat and Industrial Cleaners Department.

Mr. Macon joined Pennsalt in 1950 as an engineer in the Market Research Division, transferring to sales when the company began marketing phosphate coatings and lubricants for application to steel prior to cold working. He is a native of Thomasville, Ga., and a graduate of Emory University in Atlanta. He is a member of the American Society for Metals.

In making his announcement, Mr. Duffy pointed out the increasing importance of the ordnance field and said he expected Mr. Macon's appointment to provide the increased service and coordination this field demands.

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Several organizational and personnel changes in **Monsanto Chemical Company's** Purchasing and Traffic Department were announced recently by Clayton A. Wolfe, vice president and department director.

Harvey Twellman, buyer in the department's mechanical section, is transferred to Muscle Shoals, Ala., where the company is erecting a chlorine-caustic plant which it will operate for the Chemical Corps. He will be purchasing representative there. Mr. Twellman will be succeeded by **George H. Morgan** as acting buyer. Mr. Morgan has been invoice clerk in the mechanical section.

Charles H. Downs, assistant to the department director since August, 1950, will head the mechanical section in addition to his present responsibilities. This section, which is charged with making all company purchases other than raw materials, previously reported directly to Mr. Wolfe.

Homer A. Bond, member of the department since 1945, will be supervisor of clerical services. In the newly-created post, he will coordinate the department's expediting and clerical activities. He will report to Mr. Downs.

The changes, which will permit greater flexibility and efficiency to meet the demands of the expanding company, were effective January 1.

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Fenwal Incorporated of Ashland, Mass., manufacturer of the Thermoswitch thermostat for precision temperature control and detection, announces the appointment of **Joseph P. Maguire** as its new sales representative for the state of Louisiana. Mr. Maguire's offices are located at 208-209 Vincent Building, 615 Commercial Place, in New Orleans. He will handle sales and engineering services in connection with the company's Thermoswitch units for standard and special temperature-control applications, Detect-A-Fire fire detectors, aircraft fire and overheat detectors, and aircraft temperature controls.

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Appointment of **R. W. Rodgers** as district manager of the Kansas City and Denver areas for the **Apex Electrical Manufacturing Company** was announced recently by A. C. Scott, vice president in charge of sales.

Mr. Rodgers has a broad background of experience in the appliance industry at retail, wholesale and factory levels. Prior to joining Apex, he was district manager of the Fedders-Quiggan Corporation, and for 11 years prior to that was associated with the Ohio Public Service Company.

His headquarters are at 3721 Wyoming Street, Kansas City, Mo.

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Malsbary Manufacturing Company, Oakland, California, maker of steam cleaners, announces the appointment of **James M. (Jim) Williams,** Nashville, as new direct factory representative. His territory is Tennessee, Mississippi, Kentucky and Alabama.

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R. B. Blythe and **J. R. Markey** have been appointed to new executive positions with **The Aro Equipment Corp.,** Bryan, Ohio, it was announced by R. W. Morrison, Vice President.

Mr. Blythe, formerly Sales Manager of the Aircraft Division, has been made Executive Chief Engineer of the Bryan factory. He will have complete responsibility for all engineering and experimental activities in aircraft products, pneumatic tools and lubricating equipment. Before joining Aro several years ago, he had wide experience in aircraft engineering and sales.

Mr. Markey has been appointed Sales Manager of the Aircraft Division, and will be responsible for all sales activities within the division. He previously served as a member of the Aircraft Sales Division and the Management Committee.

Aro manufactures a variety of aircraft products, as well as pneumatic tools, lubricating equipment, grease fittings and hydraulic pumps.

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The Timken Roller Bearing Company recently announced the appointment of **Mr. R. G. Wingerter** as Assistant General Manager and of **Mr. J. R. Splitstone** as District Manager of its Automotive Sales Division. Both men will continue to make their headquarters at the Company's general automotive sales division offices at 3107 West Grand Boulevard, Detroit 2, Michigan.

Mr. Wingerter has served as a sales engineer in the Detroit office for the past seven years. Previous to coming to Detroit, he was in the Application Engineering Department at the Company's main offices in Canton, Ohio.

Mr. Splitstone, after spending several years at the engineering offices at Canton, was transferred to the Automotive Division in Detroit in 1940 where he has since served as sales engineer in the Company's Automotive Division there.

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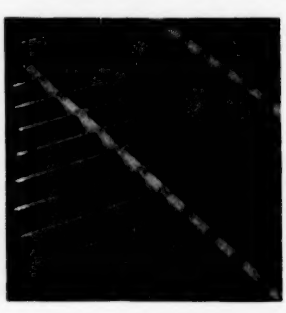
Wagner Electric Corporation, St. Louis, Missouri, announced the retirement of **L. C. Barton,** Manager of the company's Electric Division Branch Office in Atlanta, Georgia, and the appointment of **W. H. Prewitt, Jr.** to succeed him.

Barton joined the Wagner company in 1934 as a transformer specialist, and became manager of the Atlanta Branch in 1938. Prewitt started as a student engineer in 1935, and went to Wagner's Cincinnati branch as a salesman the following year. He was transferred to the Atlanta branch early in 1951.



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'51 Called South's Best Year Prospects Bright for 1952

The South added an average of one new multi-million dollar industrial plant every working day during 1951, making the past twelve months the most successful period in the industrial history of the region, it was reported today by the Southern Association of Science and Industry. In a special year-end review, the SASI catalogued an unprecedented number of regional achievements in technical and industrial progress.

Among the most significant developments, according to SASI president M. P. Etheredge, were the completion or beginning of construction of some 300 multi-million dollar plants, the addition of two huge new atomic centers, the construction of numerous new research laboratories, and a sharp expansion of almost all technical and industrial activities. Furthermore, Dr. Etheredge said, advances during 1951 in industrial technology indicate that Southern industry will enjoy still greater progress in the new year.

Reviewing the developments of the past twelve months, President Etheredge pointed out that the SASI last January completed its first annual survey of Southern research institutions. This study revealed that the South in 1951 had approximately 40 well-staffed and well-equipped consulting industrial laboratories where none existed ten years previously. It was also revealed that Southern industry may now obtain at nominal cost scientific advisory services in such fields as ceramics, chemical processes, electronics, food technology, metallurgy, mineral technology, sanitary engineering, and textile manufacturing.

On the nuclear sciences front, the South continued to lead the nation in several areas of development, Dr. Etheredge pointed out. Huge new plants for the manufacture of atomic materials were begun near Augusta, Ga. and Paducah, Ky., and North Carolina State University in Raleigh began construction of the first non-AEC nuclear reactor, he said.

In the industrial field, Southern industries assumed a vital role in the national mobilization program and essential industries experienced tremendous growth. Altogether, some 300 multi-million dollar plants were begun in the South during the year. Furthermore, Dr. Etheredge said, the chemical industry located more than 50 per cent of its new plants in 1951 in the South, involving an investment of $600 million.

Likewise, the pulp and paper industry, metals, and synthetic textiles pumped hundreds of millions into new facilities in the region, he continued. These major industrial additions in turn prompted rapid expansion of service and supply activities. For example, the scientific supply industry furnishing scientific instruments and laboratory apparatus showed a very rapid growth, with distribution facilities being increased by an estimated 30 per cent.

Technical developments involving new products and processes flowed from expanding Southern laboratories in a steadily increasing volume, President Etheredge said. For example, he said that the Texas Engineering Experiment Station tested a new airplane designed specifically for dusting, spraying, seeding, and fertilizing crops; the University of Florida reported progress in pilot plant studies of the utilization of scrub oak in paper manufacture; Georgia Tech reported development of machines for cleaning and grading peanuts; the USDA New Orleans Laboratory began operation of a pilot plant for spinning fiber from peanut protein; the Southern Research Institute, in Birmingham, reported new textile treating chemicals and new derivatives of turpentine; the University of Georgia discovered methods for improving the process of canning pimientos; and a new yam variety "gold rush" was reported at Louisiana State University.

In addition to developments of immediate interest to Southern industry, scientists throughout the South have made important contributions to the national defense and welfare during 1951, the SASI said. During the year the long-range proving ground for guided missiles near Cocoa, Florida, was the scene of several experimental launchings of new missiles. This included the first long distance test of the Martin "Matador" ground-to-ground missile, as well as the first horizontal firing of a German type V-2 missile.

Other advances were made in the field of health, according to the SASI official. The U. S. Public Health Service announced plans for a new multi-million dollar National Communicable Disease Center to be located in Atlanta. Also, the Army situated its new Office of Ordnance Research at Durham, North Carolina.

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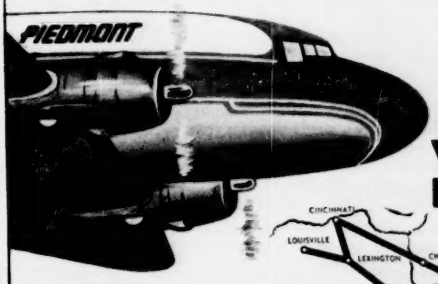

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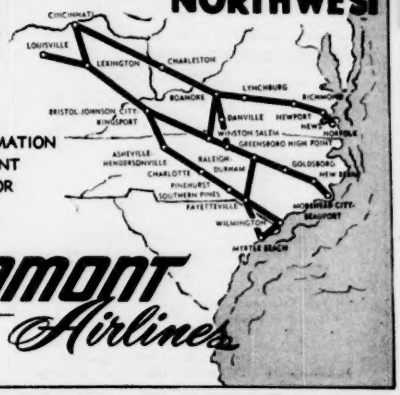

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FINANCIAL NOTES

The **Baltimore and Ohio Railroad** on December 26, 1951, reported net income of $2,322,946 for November, including a dividend of $1,169,889 on its stock ownership in the **Western Maryland Railway**, credited during the month.

The railroad reported gross operating revenues of $37,586,986 in November, compared with $35,588,561 in November of last year. Operating expenses for November 1951 totaled $31,144,237, compared with $29,539,137 in November 1950.

For the first eleven months of the current year, the B & O reported operating revenues of $412,099,108, operating expenses of $337,793,312, and a net income of $15,910,427. Operating revenues were up $45,965,127 over the same period of last year, but operating expenses up $43,081,918, and net income was up only $2,787,692 over eleven months of 1950.

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Delta Air Lines will show a 44 per cent increase in passenger business for the year 1951 over 1950 to break all previous totals.

The operating profit for the calendar year 1951 should reach $4,585,000, compared with $2,050,000 in 1950, resulting in a net profit of $1,926,000 after the deduction of income and excess profits taxes. The 1950 net profit was $1,147,000.

Stock earnings will be about $3.85 per share compared with $2.29 in 1950. Four dividends of 25 cents each were paid during the year.

Operating profit increased 124 per cent, but a 165 per cent increase in tax payments cut net earnings down to a 68 per cent increase.

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International Minerals & Chemical Corporation on Dec. 18, 1951, acquired all of the outstanding capital stock of **Eastern Clay Products, Inc.**, and simultaneously created a new **Industrial Minerals Division**, into which that company will be absorbed, according to an announcement by Louis Ware, International's president. International now has five product divisions, namely, phosphate, plant food, potash, amino products and industrial minerals.

The acquisition of Eastern Clay Products, Inc., was accomplished by exchanging 83,513 shares of International's common stock for 47,697 shares of Eastern's common stock, that being all of Eastern's outstanding capital stock.

Eastern Clay Products produces swelling bentonites, which are used as drilling muds in oil fields, and other grades of bentonites and clays, which are used in foundries and other industrial applications.

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A three-for-one split of **Olin Industries, Inc.**, common capital stock was approved December 20 by the corporation's stockholders, it was announced by John M. Olin, president. The Olin Board of Directors also approved the consolidation of the assets of **Frost Lumber Industries, Inc.**, Shreveport, Louisiana, with Olin Industries.

Frost stockholders approved the Olin consolidation Wednesday, December 19. Frost will distribute to its stockholders 18 shares of the new Olin common stock, created by the split, for each of the 59,424 shares of Frost stock in the hands of the public. It was originally planned that Frost stockholders would receive a 16½-for-one Olin stock exchange.

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At a meeting held Dec. 17, the Board of Directors of **The Baker-Raulang Company** voted to declare, subject to shareholder approval, a 100 per cent dividend on the common shares. This proposal would increase the number of common shares presently outstanding from 80,443 to 160,886. A special meeting of shareholders is to be called for January 22, 1952, to vote on the proposal.

In connection with this announcement it was stated that the company intends to apply for listing of the common shares on the New York Curb Exchange.

In addition to approval of the proposed share dividend, shareholders will be asked to approve amendments to the Company's Articles of Incorporation and changes in the capitalization of the Company including an increase in the number of authorized shares from 100,000 to 300,000 shares.

In a special meeting held in Pittsburgh on Dec. 4, stockholders of **Allegheny Ludlum Steel Corporation** voted to increase the authorized indebtedness of the company from $20,000,000 to $40,000,000.

Although the directors have no intention of increasing company indebtedness in the immediate future beyond $27,200,000 the higher authorized limit was deemed advisable.

At the present time the company has funded debts aggregating $14,200,000 and it is anticipated that additional borrowings of $13,000,000 will be made during 1952. Arrangements already have been made with a group of institutional investors to borrow, if needed, $5,000,000 in 1952 on 20-year notes bearing 3 per cent interest. Directors are also planning to borrow $8,000,000 on term loans from banks and have made arrangements to do so with Mellon National Bank & Trust Co. Other banks which would participate include Bankers Trust Co. and State Bank of Albany.

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The Dow Chemical Company on Dec. 11 announced a price of $82.50 per share on its forthcoming offering of 180,000 shares of common stock to its stockholders and employees. A registration statement filed with the Securities Exchange Commission became effective December 10.

The company said the price of the stock to employees was conditional, however, because of wage and salary stabilization regulations. Otherwise the stock purchase plan is similar to those offered by Dow in 1950 and 1951. Employees may subscribe up to ten per cent of their annual wages under a payroll deduction plan with payments starting early in February and being completed about September 1.

Common stockholders of record December 14 will be permitted to buy one share for each 50 shares held on the record date. The offering to both stockholders and employees opens January 3 and closes January 25.

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Chemstrand Releases Report of Activities During 1951

Research and construction progress leading to commercial production and marketing of the firm's synthetic textile fibers keynotes activities of The Chemstrand Corporation during 1951, President Osborne Bezanson recently reported.

Chemstrand is engaged in construction of its headquarters building, research and development center, and Acrilan acrylic fiber manufacturing facilities on a 700-acre site at Decatur, and in building its nylon filament yarn plant on a 2,000-acre site near Pensacola, Florida.

Mr. Bezanson said that the past 12 months were marked with these significant developments:

The pilot plant started in November, 1950, demonstrated its ability to produce Acrilan staple at the designed rate of 1,000,000 pounds annually. F. William Koster, Chemstrand secretary and Acrilan plant manager, moved to Decatur preparatory to bringing the plant into its first commercial production in the spring of 1952. With the research and development experience gained in the pilot plant, it is anticipated the Decatur plant will reach the initial rated capacity of 30,000,000 pounds by the end of the year.

Ground for the Acrilan plant was broken last January and during the ensuing months construction progressed at a rapid pace on the 14 buildings comprising this installation. According to Carl O. Hoyer, chief engineer of the Acrilan project the underground services were 90% complete and the structural work, generally speaking, was about half completed at year-end. Materials and equipment have been and are continuing to arrive nearly on schedule, and barring unforeseen developments, it can be said the time-table of construction is being maintained.

Negotiations started some months previously culminated in an agreement last June, 1951, whereby Chemstrand was licensed by E. I. du Pont de Nemours & Company, Inc., to produce and market nylon filament yarn. The agreement calls for Du Pont to design and build the plant. Sam Krewatch, Du Pont field project engineer, and Fred G. Gronemeyer, chief engineer of the Chemstrand nylon project are heading this program.

The nylon plant site along the Escambia River, north of Pensacola, was purchased from St. Regis Paper Company and other groups. By year-end, St. Regis was engaged in clearing matured pulpwood trees from the area and preserving seedlings in keeping with good forest management practices. Grading of roadways and laying of rail sidings was nearly completed. A warehouse had been erected and foundations begun on three construction buildings which will be used by employees until the permanent office building is completed.

Meanwhile, Roy G. Hemminghaus, Chemstrand nylon plant manager, and his staff organized temporary nylon offices at Wilmington, Delaware, to work with Du Pont teams preparatory to bringing the Pensacola plant into commercial production in 1953. The plant has a designed capacity of 50,000,000 pounds per year.

Appointment of William G. Luttge as general sales manager, and Robert E. Smith, Acrilan sales manager, occurred late in the year. Both had been previously associated with American Viscose Corporation.

Mr. Luttge reported that on the basis of the pilot plant output, it was possible for Chemstrand to supply several leading textile mills with sufficient quantities of Acrilan to meet their need in developing new fabrics, either of 100% Acrilan or Acrilan in blends with other fibers.

By year-end, Mr. Luttge stated, some of the fabric development work had progressed to cutters and other end users, and some garments, blankets and pile fabrics of Acrilan were nearing retail level. 1952 is expected as a year of marked progress in moving our manmade fibers into consumer channels, he added.

Mr. Bezanson, reviewing events that have occurred since Chemstrand was formed March 25, 1949, as a jointly owned subsidiary of Monsanto Chemical Company and American Viscose Corporation, said that while "this encouraging progress has been made during the past year, much remains to be accomplished in 1952."

"I feel that during 1952 we will shift our emphasis from the research and development, and construction phase to the production and marketing phase of our company," Mr. Bezanson said. "Coincidentally, we will complete the filling of staff requirements and perfection of synthetic textile fibers that will open whole new vistas for the textile industry in developing new fabrics and garments."

Reynolds Planning $42 Million Alumina Plant for Texas

Reynolds Metals Company has issued a letter of intent for the engineering and construction of an alumina plant in San Patricio County, Texas, to be built adjacent to the aluminum reduction plant that the company now has under construction there. When both projects are completed, early next year, Reynolds will have one of the few aluminum production operations in the world where the ore will go in one side of the plant and the aluminum ingot will come out the other.

The alumina plant will employ about 600 people to process bauxite, the aluminum ore, which will be shipped directly by ore carrier from Jamaica, British West Indies. Reynolds Jamaica Mines, Ltd., a subsidiary of Reynolds Metals Co., is developing rich bauxite deposits in Jamaica which it plans to have ready for shipment later this year.

Both the new San Patricia alumina plants and the partially completed reduction works are part of the expansion of Reynolds aluminum production facilities requested by the government under the defense program.

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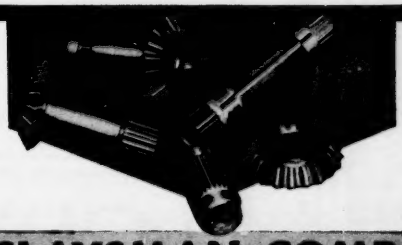

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BUSINESS NOTES

George O. Wherley, general credit manager of **The Timken Roller Bearing Company,** has been named president of the **Motor & Equipment Manufacturers Association.** That announcement was made following the semi-annual meeting of the association at the Drake Hotel in Chicago, Dec. 2, 1951.

Wherley has been an active member of the association for many years, having served on the executive board of the credit department for eight years and on the board of directors for two.

The purposes of the organization are threefold, according to Wherley. It operates a credit association for the auto equipment industry, conducts automotive equipment shows and supplies jobbers with information pertinent to the automotive trade.

Wherley's term of office begins Jan. 1, 1952 and runs for one year.

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Three large coal consumers—**National Steel Corporation, Steel Company of Canada Ltd.,** and **Youngstown Sheet & Tube Company**—are joining with **Pittsburgh Consolidation Coal Company** to form the **Mathies Coal Company,** it was announced recently by George H. Love, president of Pittsburgh Consolidation.

This was done by the steel companies for the purpose of increasing their reserves of metallurgical coal and to avoid the present high capital costs of developing new mining operations to meet their increased coal needs.

This new company, in which Pittsburgh Consolidation will have a one-third interest, will have a capitalization of $9,000,000 in capital stock and a debt of $9,000,000, all the funds being provided proportionately by the stockholders. The Mathies Coal Company will purchase Pittsburgh Consolidation's Mathies Mine, which is on the Monongahela river and the Pennsylvania Railroad approximately 18 miles south of Pittsburgh. In addition to the mine itself, which includes a modern cleaning and preparation plant and river loading facilities, the new company will acquire all the mining equipment, 600 acres of surface lands and some 30 million tons of Pittsburgh Seam metallurgical coal, all of which are being acquired from Pittsburgh Consolidation.

• • •

Byron Jackson Co. has entered into an escrow agreement with **Oliver L. Bardes** of Cincinnati, owner of the **A. D. Cook Pump Company,** to purchase the assets of his organization located at Lawrenceburg, Indiana, according to an announcement by E. S. Dulin, President, Byron Jackson Co. These assets will provide Byron Jackson Co. with 150,000 additional square feet of manufacturing space and modern facilities which can be used for the production of Byron Jackson Centrifugal pumps and Cook vertical turbine pumps.

• • •

General Donald Armstrong, president of the **United States Pipe and Foundry Company** since 1948, has resigned as president and director to accept an important post abroad in connection with economic mobilization in Europe. **N. F. S. Russell,** chairman of the board of directors, has been elected president. **Hubert F. O'Brien,** president of the **A. P. Smith Manufacturing Company** of East Orange, New Jersey was elected a director of the United States Pipe and Foundry Company.

James J. Reynolds, Jr. has resigned as a member of the National Labor Relations Board to return to the pipe company as assistant to the chairman of the board. He left this company in 1942 to serve as an officer in the Navy until 1946 when he was appointed to the National Labor Relations Board.

• • •

Charles H. Besly & Company, pioneer tap and grinder manufacturer, changed its corporate title to **Besly-Welles Corporation** on January 1, 1952. No changes in personnel or production facilities were involved. This move recognizes a sixty-five year association of the Welles family with this seventy-six year old organization.

E. K. Welles, president, announces that the company's operations will be concentrated on its manufactured products—Besly taps and grinders—and its specialties—Besly Drills and Reamers and Besly Titan Abrasive Wheels.

Besly-Welles executive headquarters and Besly-Titan Abrasive sales offices are at 20 North Wacker Drive, Chicago. The Besly-Welles cutting tool division has its office and local stocks at 184 North Wacker Drive. National sales will be handled direct from the company's plant at Beloit, Wisconsin.

• • •

As part of his company's 1951 expansion program, **Frederick K. Daggett,** president of the **Flexible Tubing Corporation** of Guilford, Conn., has announced the appointment of **James Stanfield** to the post of Assistant to the President. In this capacity, Mr. Stanfield will be in charge of all advertising, sales promotion, and publicity as well as the coordination of all government contracts. The Flexible Tubing Corporation is well-known as a manufacturer of flexible tubing for use as air ducts in mines, industrial plants and aircraft as well as a producer of inflatable goods such as life rafts, life vests, and sleeping pads.

James Stanfield brings to his new post a vast background in sales and sales promotion experience. Connected with air freight almost from its earliest beginnings, he started the first air express service over the Atlantic using as a carrier the "Hindenberg."

• • •

The appointment of **Baker Equipment Engineering Co.** as representatives for the **Yale and Towne Manufacturing Company's** line of materials handling machinery in the Charleston (W. Va.) marketing area has been announced by James P. Kinney, Yale's general sales manager. From offices in Charleston, Huntington, Bluefield and Clarksburg, sales engineers of Baker will serve industry in the selection and application of materials handling equipment.

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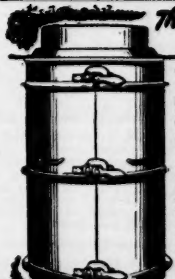

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Faricy Reviews Railroad Activity In '51 and Outlook for '52

William T. Faricy, president of the Association of American Railroads, recently made the following year-end statement:

The nation's railroads in 1951 made all-time record expenditures for new equipment and far-reaching improvements in their plant, which helped bring about further enlargement of carrying capacity and greater operating efficiency.

The railroads also carried a near-record traffic of 643 billion ton-miles, and took in record gross operating revenues of more than $10 billion. Expenses and taxes were also at record levels, however, and increased faster than revenues. Net railway operating income fell from $973 million in 1950 to $903 million in 1951 and the rate of return earned on net investment decreased from 3.96 per cent to only 3.54 per cent.

The telling effect that higher wage rates and prices have had on railroad operating costs is evident from comparison of such increases with the far lesser increase in freight rates. Since 1939, for instance, straight-time hourly rates of pay for railroad workers have increased 139 per cent, and prices of railroad materials and supplies have increased 130 per cent. During the same period, the revenue received by railroads for hauling an average ton of freight one mile has risen only 45 per cent.

In 1951, the railroads received an average of 1.339 cents for carrying a ton of freight one mile. They also performed passenger transportation equivalent to moving 34,399 million passengers one mile, at an average charge of 2.601 cents for carrying a passenger one mile.

Despite the meager return on invested capital, the Class I railroads spent in 1951 an all-time record amount of more than $1,400,000,000 to enlarge capacity and to increase operating efficiency. Of this huge outlay of capital spending, approximately $1,061,000,000 was allocated for the purchase of about 84,000 new freight cars and about 3,500 new locomotive units. More than $351,000,000 went for improvements to roadway, structures and other fixed facilities.

As a result of these new facilities installed by railroads under the 1951 improvement program, which represents a continuation and acceleration of the long-range program undertaken after World War II, the railroads during the past year so enlarged their carrying capacity and increased their efficiency that the average freight train carried more tons of freight more miles during each hour of operation than ever before.

Outlook for 1952—The railroads enter 1952 with a heavy backlog of more than 120,000 freight cars and more than 1,700 locomotives on order, representing commitments to spend more than one billion dollars. And these capital improvements, along with the many other phases of self-improvement which the railroads have undertaken, will require continued huge expenditures.

On the other hand, the railroads are faced with a serious shortage of the materials and funds required for continued expansion and improvement of facilities.

The Class I railroads, for instance, consider the delivery of 10,000 new freight cars monthly as the minimum required to meet their needs, yet in only one month of 1951 was this number of cars built, and reduced steel allocations in the first quarter of 1952 will doubtless further reduce the number of freight cars installed.

The extent to which the railroad program of improvement and expansion can be financed depends on railroad credit which is based on earnings or the prospect of earnings. This in turn depends on the relationship between railroad rates and operating costs.

What these relationships will be in 1952 and thereafter cannot now be determined. But whatever they may be, the railroads will continue to do everything in their power to meet national transportation needs right up to the limit of available money and materials.

Solvay Plans $15 Million Soda Plant at Moundsville, W. Va.

The Solvay Process Division of Allied Chemical & Dye Corporation has announced plans for the construction of a mercury cell chlorine-caustic soda unit on 400 acres in the vicinity of Moundsville, W. Va. Cost of the new installation is said to approach $15,000,000, and it will provide employment for approximately 125 people.

The salt required for the process will be mined from a salt deposit underneath the property. The company has been sinking exploratory wells for some time, and these will be converted to commercial wells, and several new wells will be developed, according to the company announcement.

Construction time on the project is estimated at eighteen months to two years.

Electric power for the plant will be purchased from the American Gas and Electric Service Corporation, and the plant will be served by the Baltimore and Ohio Railroad.

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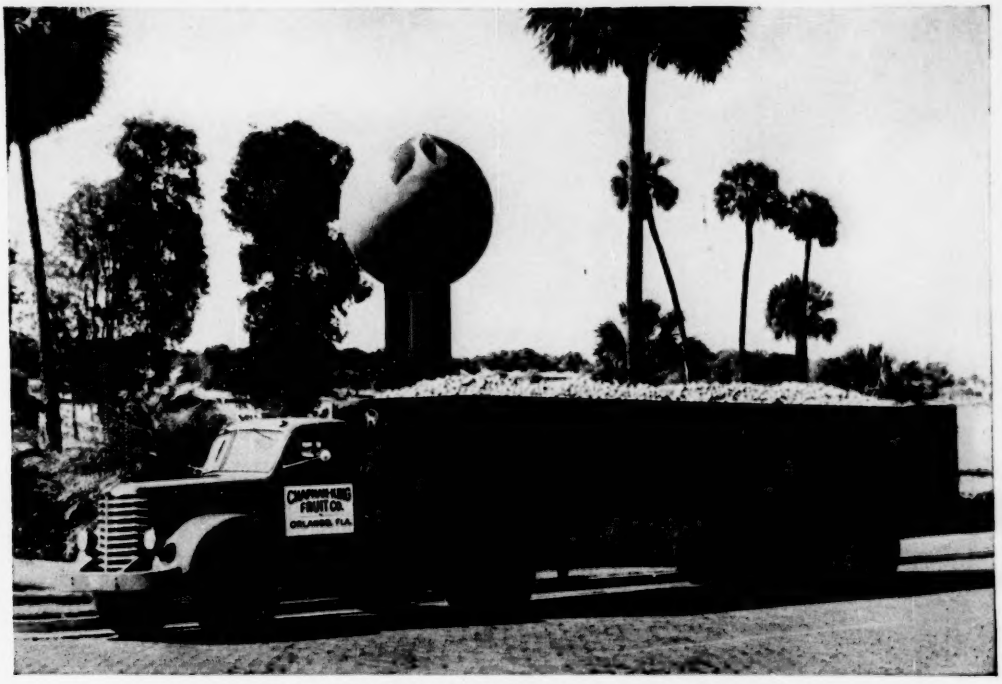

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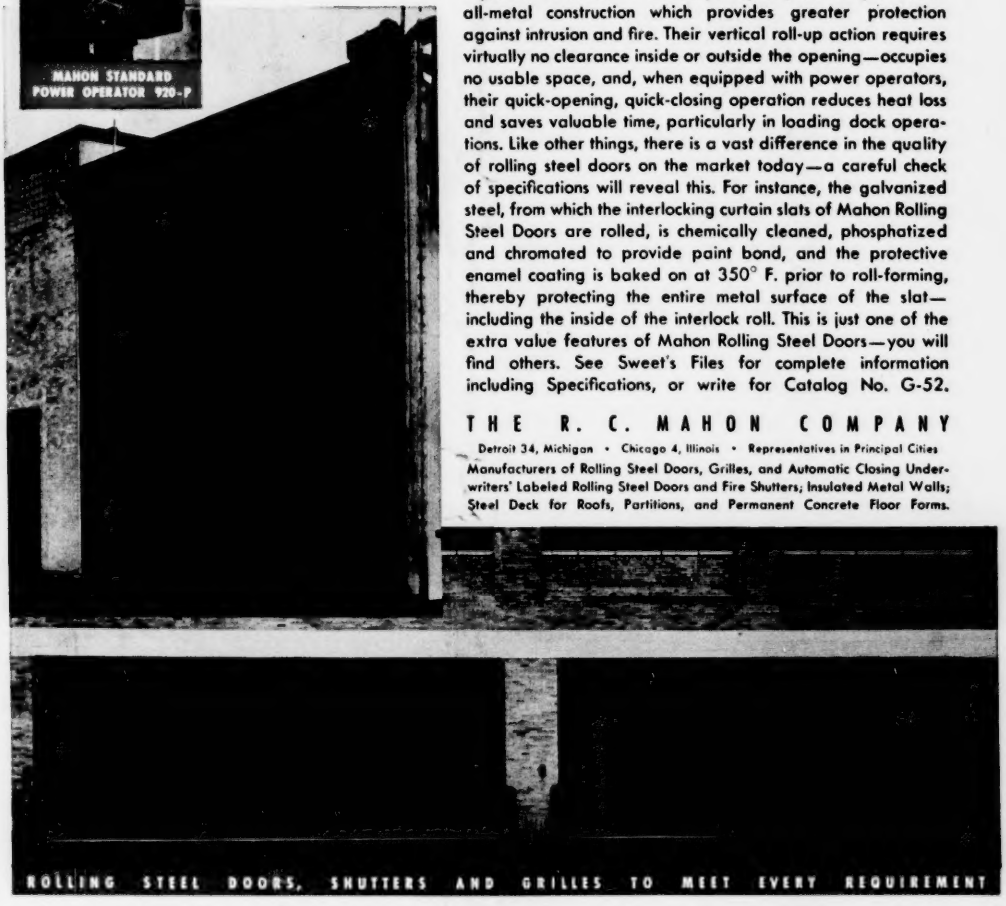

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